

I-Behavior Interactive’s Custom Audience Creation helps Luxury Confectioner reach the right consumers online – to build brand awareness and drive sales.

Objective

Gain insights into key consumer segments to better understand Luxury Confectioner’s audience and test the effectiveness of online video to:

- Increase brand awareness
- Drive sales online and in-store



Solution

The solution was a multi-step process that included:

1. Data Enhancement and Profile Analysis

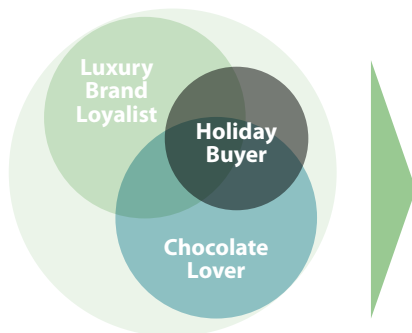
Starting with the Luxury Confectioner Brand’s database of loyal customers, purchase history data, demographics, lifestyle factors, and online behavior data were appended to the Confectioner Brand data to create a richer profile of the Chocolate consumer.

2. Custom Audience Creation

Using the appended data, I-Behavior was able to create a picture of the target audience and project that data across the broader I-Behavior cooperative database to create a “look-alike” universe. I-Behavior then refined the custom audience profile using the top segments to use for targeted online-video campaign.

Sample Data For Model Inputs

Loyal Brand Consumers plus Chocolate Lovers based on their online behavior



Build Custom Model & Deploy Audience

I-Behavior builds model to find ideal prospects based on input data and I-behavior transactional variables

Demographics	Purchase Date	
Female	Total Online Orders	Low-Mid Scale Gourmet Food Catalog Buyer
Homemaker	Total Subscription Dollars	Affinity Buyer - Chocolate/Candies
Pet owner (Cats)	Online Purchase Recency	Affinity Buyer - Magazines
Parent	Mid Scale Gourmet Coffee/Food Catalog Buyer	Mid Scale Plus Size Women’s Apparel Buyer
Bible Interest	Total Online Orders	Affinity Buyer - Cooking, Food & Wine
Travel Interest	Mid-High Scale Food/Beverages Catalog Buyer	Affinity Buyer - General merchandise
Own Stock		
Donate to Charity		
Collect Stamps/Coins		

Deliver Online-Video Campaign

I-Behavior provisions de-identified audience with online video partner who serves video ads to target audience



Results

This Luxury Confectioner exceeded expectations on meeting both its Brand Awareness and Sales objectives versus previous year despite general economic pressures on the category:

- | | | | |
|---------------------|-------|--------------------|-------|
| Customer Purchases | ↑ 13% | Brand favorability | ↑ 13% |
| Loyalty Purchases | ↑ 20% | Sales Growth | ↑ 10% |
| Brand Awareness | ↑ 20% | Loyalty membership | ↑ 5% |
| Online Ad Awareness | ↑ 75% | Cost per Member | ↓ 50% |