

SMART AUDIENCES

Case Study: Ciate London

BACKGROUND

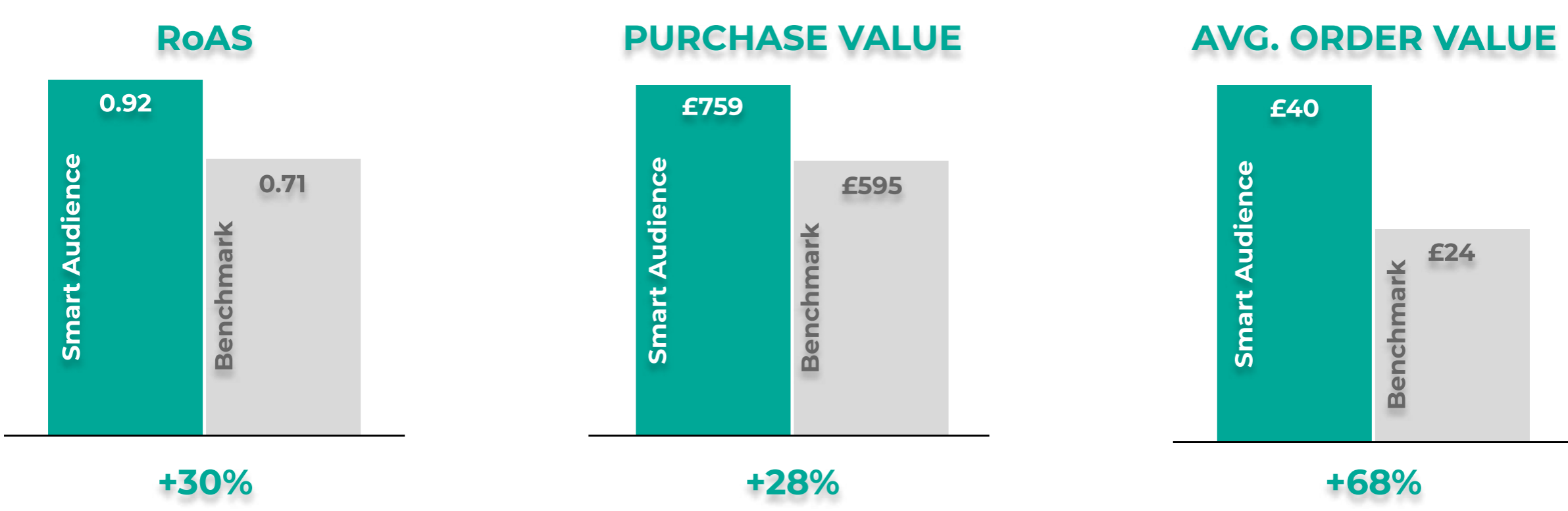
ABOUT

- Ciate London is a beauty and skincare brand, founded in 2009 by celebrity nail technician Charlotte Knight.
- Headquarters: London, UK
- ciatelondon.com

GOALS

- Generate incremental sales from Meta Ads from cold traffic (cost-efficiently) to increase the retargeting pool.

RESULTS



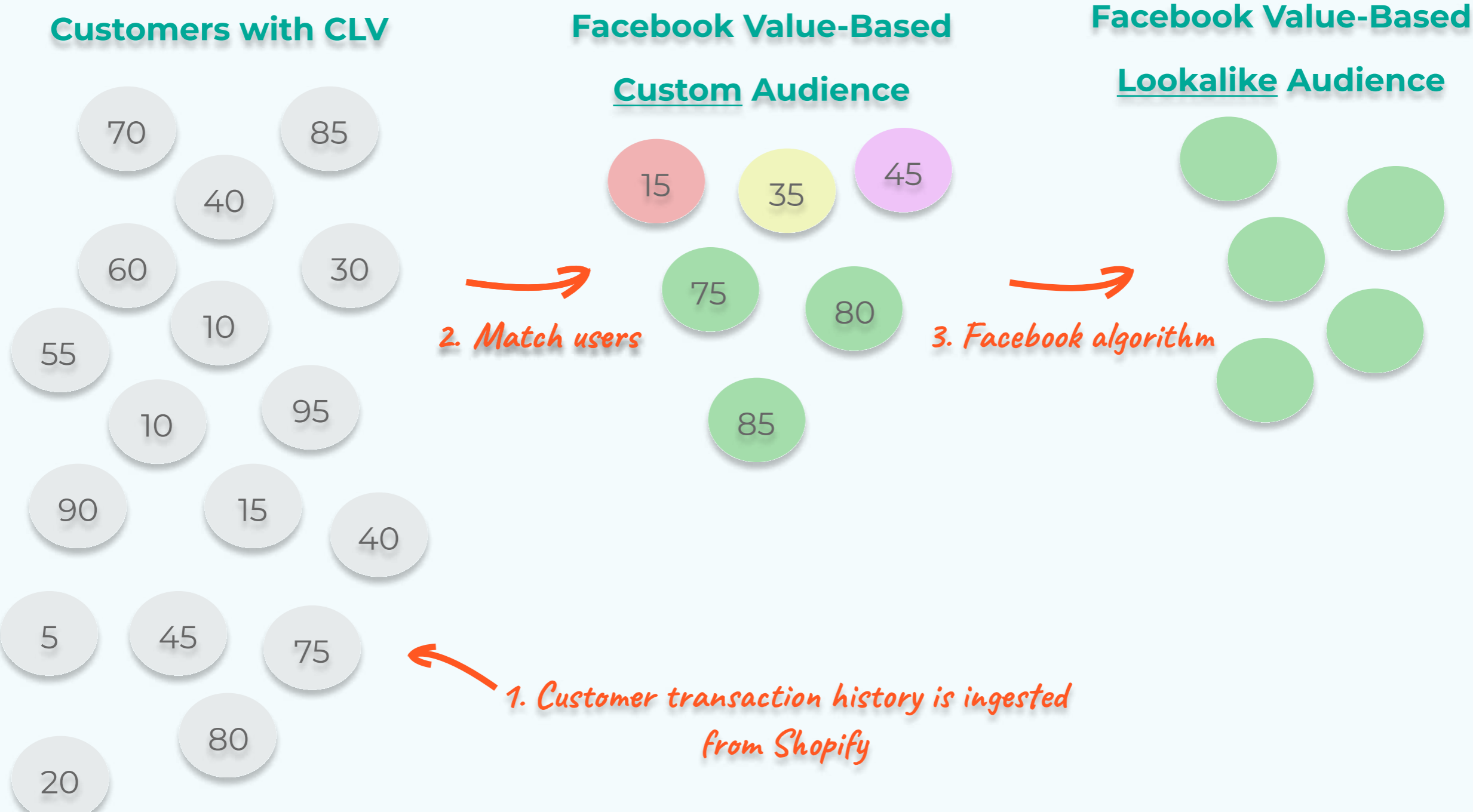
Unique Users For Retargeting

416

from Smart Audience campaign

HOW WE DID IT

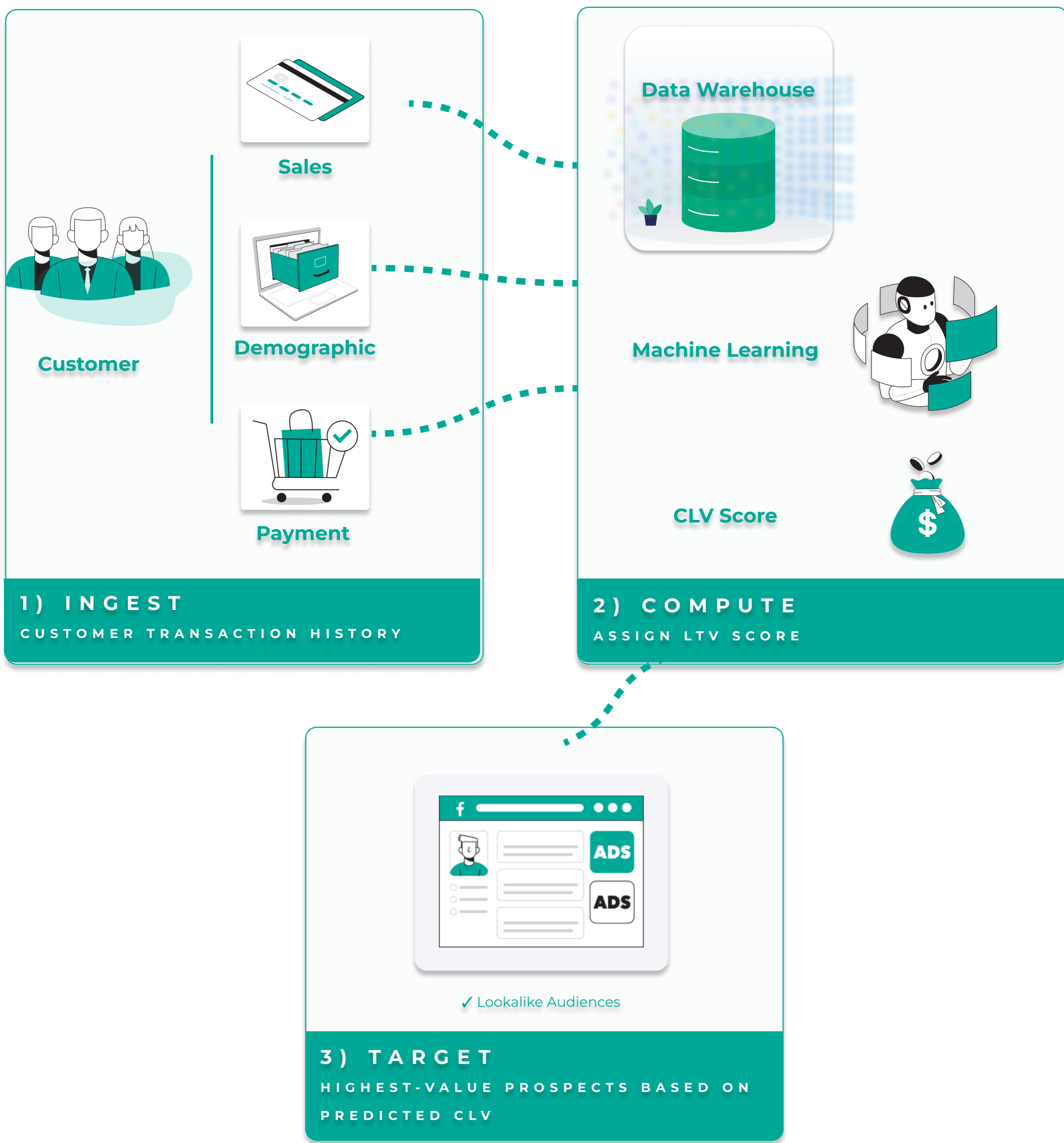
We uploaded customer email addresses with the associated customer lifetime value (CLV) for each customer. Meta finds the highest-value prospects for lookalike retargeting. This is known as a **Value-Based Lookalike Audience**.



THE SCIENCE PART

PREDICTING CUSTOMER LIFETIME VALUE

Our solution accounts for **recency bias** i.e. new customers have a lower CLV. We adjusted for this by using machine learning to predict CLV. Predictions are typically based on what was purchased, price and estimated household income levels (we used 3rd party enrichment services for this data).



SUMMARY

Targeting 'high-value customer lookalikes' on Facebook generates **incremental** sales that are **cost-efficient** and **high-value**.

For most brands, cold traffic is a loss-leader (sales typically come from retargeting campaigns). Our value-based lookalike audience:

- drove **416 incremental users** to the website (for downstream retargeting); whilst
- generating purchases at a **+30% RoAS** compared to the benchmark campaign.