

“Rocket Fuel’s continuous optimization helped us to efficiently engage with the right audience and bring our aquisition costs way down. The results – simply beautiful.”

**INDUSTRY**  
Beauty & Skin Care

**PRODUCTS USED**  
Audience Booster, Retargeting Booster

**ADVERTISER** The No. 1 skin care brand in European pharmacies that has championed a new vision of cosmetics through its founding idea: target beauty by making health the focal point. It offers a diverse range of allergy-tested products that use the latest ingredient innovations from dermatological research.

**AGENCY** A full-service provider of interactive marketing solutions to Fortune 500 companies and those aspiring to land on that list.

**OBJECTIVES** Drive sales of new-to-market women’s skin care line and increase brand awareness in U.S. by building a custom beauty and skin care audience segment.

- Boost online sales among U.S. audience
- Build brand awareness, trial and affinity

**AUDIENCE** Female 18-65, educated, \$70K+ HHI

- Concerned about skin care

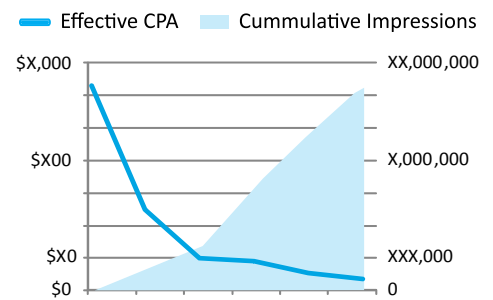
**CAMPAIGN** Display media with data-driven targeting

**RESULTS** Drove eCPA down while generating revenue from an audience that was unfamiliar with the brand.

**INSIGHTS**

- CTR was highest mid-week, lowest 3am-6am
- Non-product specific creative had 15% higher CTR, and 2x better conversion rate

**Drove eCPA down while generating revenue**



“We’ve worked with Rocket Fuel on a number of campaigns in the fashion and beauty space and knew they were the right partner to help us build a U.S.-based audience for one of Europe’s best known beauty brands.”