

Exceeding Seasonal Expectations

Programmatic Case Study



ULTA Beauty

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The Strategy

Rise developed a multi-channel digital strategy that prioritized the brand's highest opportunity audience segments, with a goal of delivering the most relevant and timely marketing messages to those individuals.

Using its proprietary programmatic buying technology, Rise targeted audience segments that had previously shown interest in ULTA's merchandise with relevant messages and specific products.

Rise also matched ULTA's existing customer database and used email marketing to retarget those audiences, taking the data from both the display banner ads (/digital-media/programmatic-advertising-services/display) and email marketing (/digital-media/email-marketing-services) campaigns to further prioritize and optimize the campaign.

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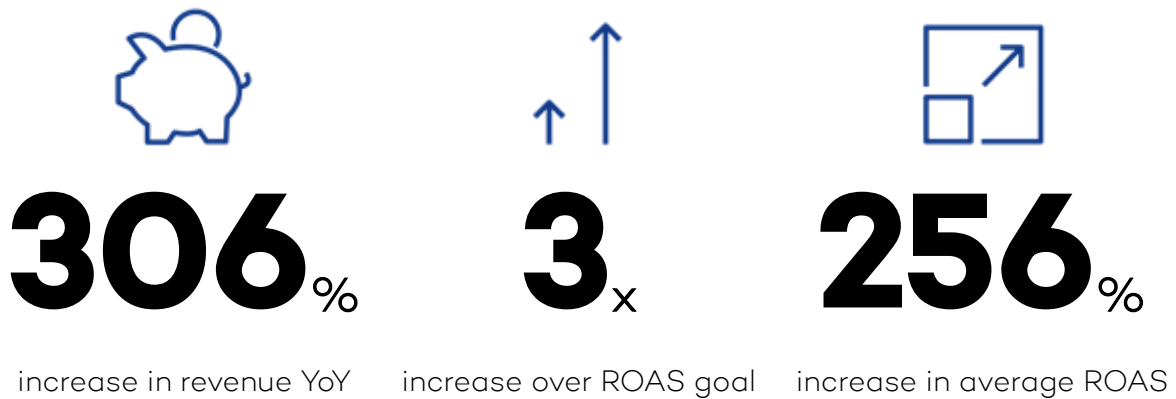
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The Results

The cross-channel, prioritized approach provided strong year-over-year performance for the brand and helped ULTA exceed its business goals during this critical season, yielding major results.



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306%

increase in revenue YoY



3_x

increase over ROAS goal



256%

increase in average ROAS

