

DIGITAL TARGET MARKETING CIMA ENTRY

Best Direct Response/Lead Generation Campaign: Secret Extensions

CHALLENGE:

- Launch Secret Extensions, a cost-effective solution for hair extensions, into competitive hair accessory eCommerce marketplace.
- With the changing media landscape, Digital Target Marketing strived to effectively engage target consumers and create digital as a viable channel for product sales.



STRATEGY:

- Digital Target Marketing launched a full-scale digital campaign from creative and web design to media execution.



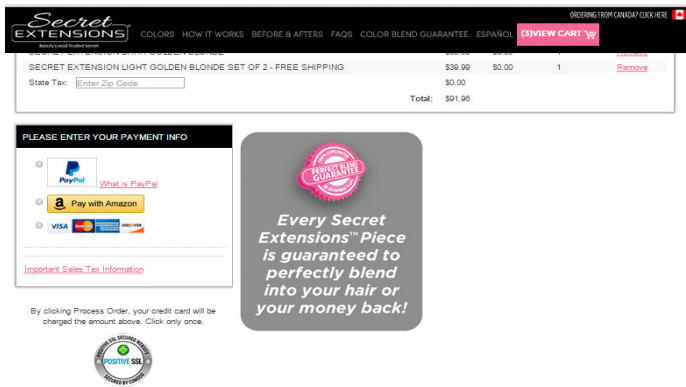
- The Secret Extensions eCommerce page was developed to capture sales across devices as effectively as possible. Through A/B split testing 38 site versions and other analytics, design and price points were adjusted to reach maximum conversions. A dynamic dedicated mobile platform design played a crucial role to capitalize on increasing consumer mobile device usage.

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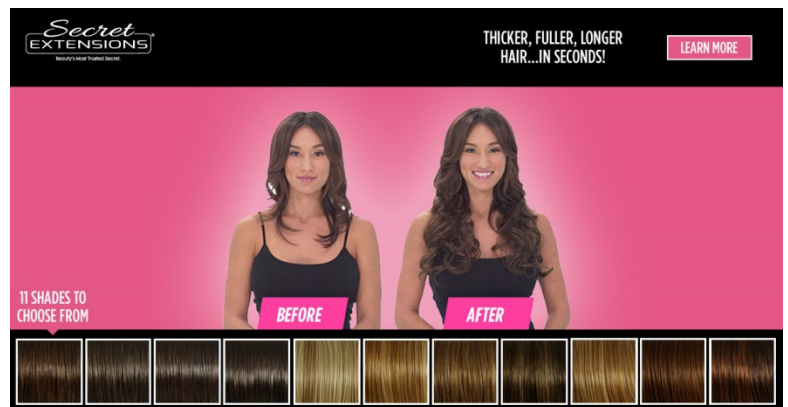
Alternative payments such as PayPal and Amazon were integrated for a user-friendly checkout process via desktop and mobile. Real-time upsell technology was utilized to deliver customized product offerings during post purchase path with the goal of increasing average order values. This increase fueled a multi-faceted digital media campaign.



Digital Target launched a direct-response eCommerce and Walmart retail support media campaign reaching target audiences through:

- SEO
- SEM
- Display
- Social
- Native Advertising
- Online Video

Engaging creative units were designed to seamlessly integrate within each channel.



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RESULTS:

- Between November 2014 and August 2015 this campaign funneled over 76,000 online sales with over 5MM dollars in revenue

76,000+
ONLINE SALES
5MM+
REVENUE

- Digital media channels delivered 48MM impressions to target audiences

48MM
IMPRESSIONS

- Average Order Values were 22% higher than initial product offering

22%
HIGHER AOV

- Mobile Conversions increased by 42% by use of dynamic dedicated mobile platform design and alternative payments with Amazon and Paypal

42%
INCREASE