

# BEAUTY CLIENT SECURES ADDITIONAL MARKETING FUNDING WITH LONG-TERM ROIS



## THE CAMPAIGN DETAILS

**ADVERTISER:** *Leading global beauty client*

**SOLUTION:** *Nielsen Marketing ROI*

**GOAL:** *Understand long-term vs. short-term media impact*

**SUMMARY:** *Provided specific campaigns driving short-term and long-term ROIs (long-term ROIs were well above break-even)*

**RESULTS:** *Beauty client's brand team successfully built a case to secure the additional advertising funds it needed for their next year's marketing campaign*

**MARKETING TIP:** *Looking only at short-term effects of marketing can cause you to make decisions that may be detrimental to the longer-term health of the brand.*

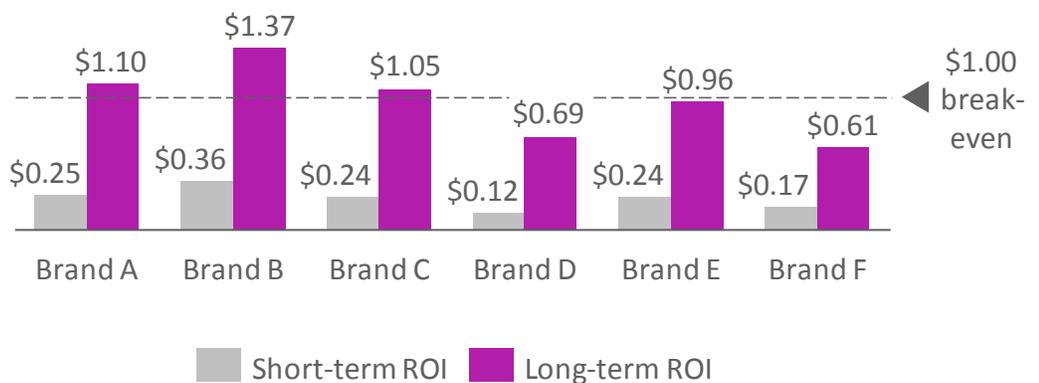
## LEARN HOW A GLOBAL BEAUTY CLIENT SECURED GREATER MARKETING BUDGETS WITH A LONG-TERM ROI ANALYSIS

The nature of the beauty industry is driven not just by competitive advertising but largely by brand loyalty. A large global beauty company with strong base sales and overall customer loyalty wanted to understand the long-term media impacts of their hair colorant brands. Six brands in particular had been experiencing low short-term media ROIs and the company was looking to understand what type of long-term impact media will have on their sales to maximize long-term profits.

The Nielsen Marketing ROI team worked with the client to help understand how to better optimize their media budgets. Using first-party data including customer loyalty and purchase/repeat cycle, we calculated Customer Lifetime Value for incremental customers and long-term ROI multipliers across the six brands and found half were actually above break-even!

## IF YOU'RE NOT MEASURING LONG-TERM EFFECTS OF MARKETING, YOU'RE MISSING A BIG PIECE OF THE STORY

Short- vs. Long-term Media Profit ROIs for Hair Colorant Brand A-F





## KEY BENEFITS

1.

Client successfully avoided making decisions based on dismal short-term ROIs for six hair colorant brands – which may have been detrimental to longer-term brand health

2.

Client’s brand teams secured additional funding for next year’s media plan due to stronger long-term media ROIs compared to dismal short-term results



## THE RESULTS

1.

Found that while short-term ROIs across all six brands were low, long-term ROIs were closer to and even above break-even levels

2.

Along with overall long-term profit ROIs across the six brands, we helped the client also identify which media vehicles were strong long-term volume drivers to maximize brand equity

## WHY NIELSEN MARKETING ROI?

Using the most granular statistical analyses available to understand past trends and predict the future effect of marketing tactics on sales, Nielsen Marketing ROI solutions help you unlock your data to make smarter decisions when investing your next marketing dollar.

To learn more, visit [nielsen.com/MarketingROI](http://nielsen.com/MarketingROI) or contact us at [MarketingROI@nielsen.com](mailto:MarketingROI@nielsen.com).

