

PINTEREST DRIVES A BEAUTIFUL SALES LIFT FOR BEAUTY BRAND

**Measurement Reveals
New Buyers Drove
68% of Sales**

OBJECTIVE:

Just as nourishing your skin is essential to self-care, nourishing a steady stream of new buyers is core to maintaining a healthy brand. So garnering newbies was an integral goal for one popular skincare label during the holidays (a.k.a. the start of peak dry-skin season).

This beauty brand partnered with Pinterest, a go-to platform for discovering beauty products, to increase incremental sales across their line by running a campaign featuring a mix of creatives and formats. Ads showcased a range of their gentle, effective products. The Pinterest team tapped NCS to deliver quantitative answers to crucial performance questions like: Which ads translated to sales? Which audiences were most responsive? And, what insights can we apply going forward?

STRATEGY:

Partnering with Pinterest, the brand served up an array of video and static ads featuring a range of creative messaging and hero products to a variety of audience segments.

Could the skincare brand drive incremental household sales of lotions and moisturizers earlier in the purchase cycle by using visual search? Would Pinterest users be swayed to stock up on hydration products before temps plummeted?

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A skincare brand wanted to experiment with both messaging and audience segments to see what resonated. By working with NCS, we could identify what approaches prompted Pinterest users to purchase.



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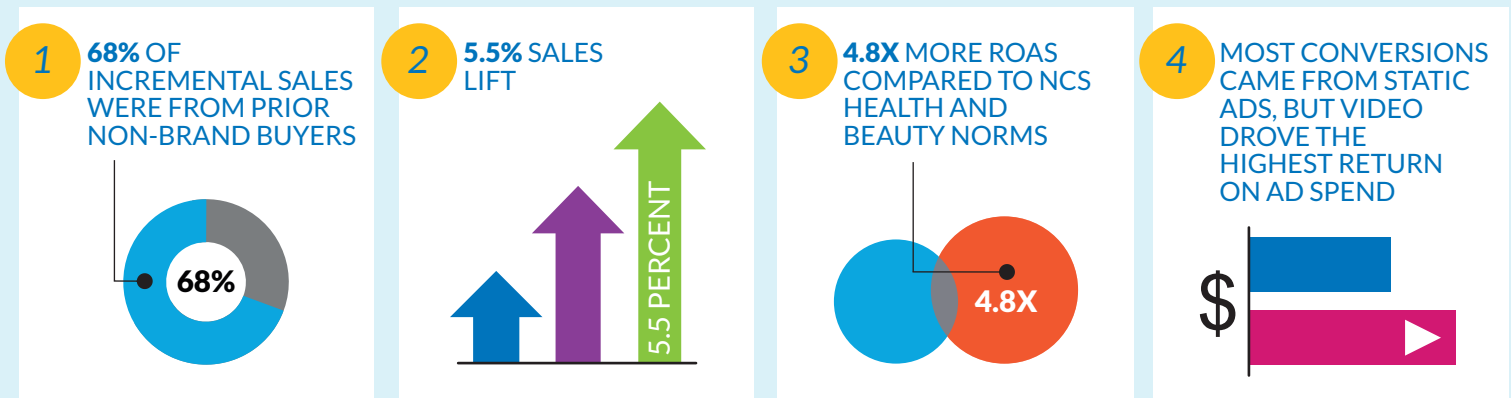
RESULTS:



The NCS Sales Effect Study confirmed a 5.5% total incremental sales lift—and 68% of those sales came from prior non-brand buyers. The brand achieved 4.8x more return on ad spend (ROAS) than NCS health and beauty norms. Beautiful results, to be sure. We also evaluated the performance of different elements of the campaign while it was in flight.

Audience segments that bought products in the broader hand and body lotion category regularly were particularly apt to scoop up the brand again after exposure, enticed by select creative angles.

SALES EFFECT DISCOVERIES:



NCS Sales Effect studies inform how key elements of the campaign worked like creative, frequency, audience, etc. The insights are actionable and used to create short and long-term advertising strategies.

MARKETING TIPS

- ★ **Target category buyers to cast a wider net.** In this case, Pinterest was able to drive incremental sales from non-brand buyers
- ★ **Test different creative assets.** Pinterest used a blend of static and video ads to drive a return on ad spend for their client.

DISCOVER YOUR CAMPAIGN'S IMPACT:
START MEASURING TODAY.

FOR MORE INFORMATION

<https://ncsolutions.com/solutions/measure/>



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