



Inviting The Right Customer To The Party

Industry: Beauty
Services: LXRInsights, Paid Search

Key Results:

- +60%** Greater ROAS for High-Value Customer Segments Compared to Regular Audiences
- >30%** Consistent Revenue Increase With No Additional Budget Increase
- 133%** Of Target Revenue Earned
- 2X CVR** of High-Value Customer Segments Compared to Regular Audiences

About

How do you celebrate a birthday? By maxing out your invite list with all those who support you and ensuring your goodie bags are top-notch.

That's exactly how NetElixir supported ongoing campaign promotions for a premium hair care brand. Our client provided the goodie bags and we curated the guest list. Turning to our proprietary AI-powered digital marketing platform, LXRInsights, NetElixir activated a winning customer acquisition and engagement strategy that propelled our client to new heights.

Together, we helped our client celebrate an unforgettable birthday milestone.

Challenge

Our client's target was to steadily increase ROAS each month throughout the campaign at no additional ad spend. Google's machine learning algorithm takes time to adjust to goal changes, struggling to effectively meet a target ROAS that's increased too quickly. While setting incremental changes to a campaign's target ROAS better trains Google's algorithm, it takes about two weeks of data for the algorithm to catch up. We needed to be cognizant of the changes we made to the campaign structure to ensure our long-term growth strategy drives efficient short-term results. Within a strict budget, we needed to make every ad dollar stretch as far as possible to drive the maximum revenue for our client. We wanted to ensure that each customer that our ads reached was of the highest value.

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Solutions

Your guest list can make or break a party. That's why NetElixir targeted our client's high-value customers — brand loyalists who spend 3-5X more with a company than average customers. Using our proprietary AI-driven customer insights and analytics platform, LXRInsights, our team already had our list of high-value clients to invite to the party. From there, we created audience signals to power our new customer acquisition campaigns, as our platform works seamlessly with Google's audience targeting and machine learning tools to identify and reach the customers who bring our clients the greatest value. Using value-based bidding rules, we ensured Google prioritized our high-value audiences in order to drive maximum results within our budget. Overall, the high-value audiences drove higher conversion rates, average order values, and search impression shares compared to regular audience segments.

To expand our customer base, we took the party nationwide. Our team mapped our client's geographic product-level data over our high-value customer insights to find unique hot spots with new and existing high-intent customers. Based on a deep understanding of how new high-value customers interact with our client, we prioritized brand and category search terms in our campaigns to quickly and effectively capture our most valuable high-intent customers. We've found that our customer segments curated through LXRInsights drove, on average, double the conversion rate compared to other segments.

We gradually increased our target ROAS to give Google's algorithm time to effectively catch up. In the end, we achieved a target ROAS of 7.06, which was well above the client's ROAS goal of 4.46. By focusing on high-value customers and locations where our client was already selling well, we drove maximum efficiency in our campaigns. In April, we earned our client 119% of their projected revenue and in May, we earned 157% of their projected revenue.

By retargeting and acquiring high-value customers we steadily increased the high-value customer base to sustainably scale our client's growth. Our results come from a combined effort of targeting high-value customers, leveraging Google's machine learning to our advantage, and our client's birthday promotion.

Achievements

Leveraging High-Value Customer Insights To Drive New Customer Conversions:

We combined our LXRInsights high-value customer data with our client's geo-level data to drive 2X more conversions among high-value audiences in top-performing locations.

Winning More Valuable Customers:

Our high-value customer segments consistently performed better compared to regular audiences. Overall, our high-value customer audience drove a 25% greater AOV and a 95% greater ROAS, all at a 5% lower CPC during our campaign.

Driving Consistent Revenue Growth With No Budget Increase:

We've tracked a 30% increase in revenue with no increase in ad spend when we leveraged LXRInsights in conjunction with Google Ads automation.

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LXRInsights is NetElixir's AI-powered digital marketing platform that humanizes customer relationships and shares strategic insights to help you draw the line between invasive and inventive marketing.

LXRInsights analyzes the behaviors of this customer segment to predict, down to a product level, what these shoppers are interested in buying, and how to meet them with the right messaging at high-intent times. We ideated our tool from an observation that **12-15%** of customers drove over **40%** of revenue. We call these your high-value customers. By identifying, engaging, and winning high-value customers, brands can drive **3-5X** more revenue growth.

**Say no to average with LXRInsights.
Request your demo today.**

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