

# Elemis – Bespoke Audiences

Using Experian data to accurately reach audiences on Facebook

## About

ELEMIS, a luxury British skincare brand, delivers pioneering, clinically trialled formulations and services for the face and body. Every ground-breaking formula is an innovative blend of science and nature, carefully crafted by a dedicated team of explorers, scientists and skincare experts.

Working closely with their agency Merkle-Periscopix (who use Experian data to help Elemis connect with their customers), Elemis has successfully executed a number of digital campaigns since 2017.

## Challenge

When Elemis launched their brand-new Superfood Skincare System range in January 2018, they wanted to make use of Merkle-Periscopix's expertise in paid social to reach a bespoke audience that would be interested in their new plant-based product range.

## Solution

To reach the most relevant customers and enhance campaign performance, Experian created a bespoke 'Vegan Centric' audience using a range of in-depth, accurate and verified data, in addition to other data sets such as lookalike audiences and CRM customers.

Once the audience had been created, Merkle-Periscopix activated a Facebook lead generation sampling campaign to engage with existing and potential new Elemis customers.

### Elemis wanted to:



Raise awareness for their new product range



Get existing and new customers to test the range by signing up for a free sample



Generate 7000 leads

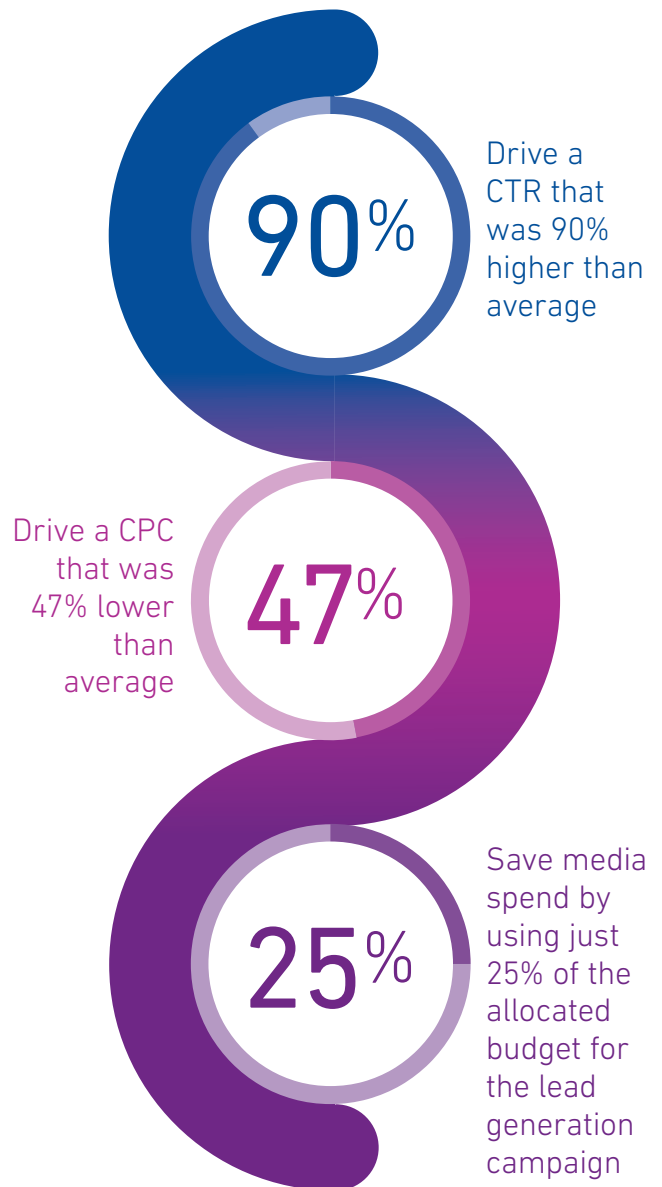
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### Results

By using a data-driven marketing approach that included targeting Experian's 'Vegan Centric' bespoke audience on Facebook, Elemis reached their objectives while also being able to:

“The service provided from Experian was excellent; upon sending over our brief, our Experian contact immediately provided audience suggestions and had these live in our account in a matter of days. The Experian audience we used for the So Post campaign drove a CTR 90% higher than the account average.”

— Elizabeth, Paid Social Account Manager



To find out more about Bespoke Audiences please contact us:

T: 0845 234 0391

E: [marketing.services@uk.experian.com](mailto:marketing.services@uk.experian.com)

Registered office address:  
The Sir John Peace Building, Experian Way,  
NG2 Business Park, Nottingham, NG80 1ZZ

[www.experian.co.uk](http://www.experian.co.uk)

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