UM YIELDS OPTIMAL BRAND LIFT

289%

Exceeded benchmarks for ROAS.

5.4%

Brand Lift

The Ask

By utilizing the power of Contextual Intelligence, UM wanted to convert users of a competing cosmetic brand to another large global cosmetics provider.

The Solve

By utilizing Oracle Contextual Intelligence to create a custom segment encompassing keywords related to beauty products, brands and relevant blogs, the customer was able to connect with prospects while they engaged with content from beauty websites.

The Takeaway

Oracle helped exceed benchmarks for return on advertising spend (ROAS) by 289%, ad awareness by 182%, while yielding a 5.4% brand lift.

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