

Objective

Target women in the NYC area interested in beauty and fashion, and create awareness for L'Oreal Beauty Days and promotions at local stores.

Approach

Identify mobile consumers attending local beauty and fashion events and invite them to visit their participating neighborhood DUANereade, Walgreens, or CVS store.

Gravy Solutions

- **Gravy Audiences** – 500K Beauty Lovers & Fashionistas
- **Gravy Insights** – In-depth behavioral analysis of customers visiting participating stores

L'ORÉAL

Results

320% ROI

5x CTR of L'Oreal's standard digital advertising campaigns

70% of participating stores showed an increase in overall sales

Sample Customer Insights:

53% of store revenue lift directly attributed to Gravy mobile offer

45% of attendees regularly attend health club events

12% of those attending L'Oreal Beauty Days were men



Gravy's Patented AdmitOne™ Verification Process Delivers the Highest Quality Location and Attendance Data in the Industry

Key Audiences Identified:



Ready to get started? Contact us at info@gravyanalytics.com to learn how Gravy Analytics can help you to exceed your business goals with event-based Gravy Audiences and Insights.