



# Beauty brand shows the beauty of strategic targeting on Roku

## Opportunity:

Working from home this past year meant less makeup was being worn. So, beauty brands needed to position their products as a part of the skincare routine – no makeup required.

## Solution:

By leveraging Kroger Precision Marketing's advanced targeting capabilities on Roku, a leading beauty brand re-engaged previous buyers and connected with new households.

## Results:

Households that viewed the ad spent **5x** more on the product than the average Kroger household. The campaign drove **+9%** sale uplift and **+8%** household uplift.



**+9%**

Sales Uplift



**5x**

Higher spend from HHs exposed to ad



**+8%**

Household Uplift

