

“We’re seeing clear results from implementing the recommendations from InMobi Pulse – increased traffic, conversions, and ROI”

— Gabrielle Zigi
DIRECTOR, DIGITAL MARKETING

stacked[®]
skincare

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Background

Stacked Skincare is a modern, innovative company offering high-tech skin treatments to solve daily skincare needs and treat skin ailments. The company’s line is based on the technique of combining or “stacking” professional-grade treatments to drive active ingredients deeper into the skin.

Stacked Skincare offers a range of specialized products and skin regimens, including potent serums, gentle peels, and innovative tools, all of which focus on building long term healthy skin vs. quick fixes. Stacked Skincare is rooted in the belief that everyone deserves access to professional skin treatments.

The Challenge

Stacked Skincare is pioneering a new category in the beauty industry. Many consumers had never heard of “skin care tools” and Stacked Skincare not only needed to establish brand awareness, but also educate consumers about a new approach to skincare.

The Stacked Skincare Research Team had identified that consumers were finding the technology and tools intimidating and were deterred from even trying them. To effectively engage and activate their target market, the Stacked Skincare Research team wanted to precisely identify concerns as well as understand how to educate and persuade consumers to try new skincare solutions.

Stacked Skincare’s goal with the study was twofold. First, they wanted to understand the drivers of brand awareness and conversions across audiences. Second, identify the messaging that resonated most with the consumers who were aware of their products versus those who were not.

The Stacked Skincare Research team turned to InMobi Pulse to help them understand how to overcome consumer hesitation, cement their offerings’ value and capitalize on areas of opportunity that could impact sales.



Results

- Advanced reporting capabilities **measured awareness** across different audiences by product offerings, age groups, and communication channels
- Survey **revealed areas of hesitancy in the purchase process** around product-safety and professional validation, leading the team to focus on new marketing collateral emphasizing third-party proof points
- Real-time insights informed new creative and messaging. Recommendations were implemented across
 - Digital properties **to spotlight benefits tailored to consumer segments**
 - Digital marketing campaigns live in-market yielding **higher traffic and conversions**



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“InMobi Pulse allowed us to gain a unique understanding of our consumers’ needs, concerns, and purchase drivers necessary to redefine our go-to-market strategy. The accurate and genuine insights InMobi Pulse delivered became the foundation of our updated messaging, creatives, and content and is now reflected across our digital properties and marketing campaigns. We’re seeing clear results from implementing these recommendations - in increased traffic, conversions, and ROI.”