

## Case Studies



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### POND'S Drives Personalisation at Scale with InMobi's Dynamically Optimized Creatives

**Solution**  
Understanding Consumers, Identifying Target Audience, Engaging with Customers

### About POND'S

POND'S is a renowned skincare brand that creates breakthrough products that are constantly evolving to reflect women's changing skincare needs across the globe. POND'S believes that the better you understand your skin, the better your skin becomes. POND'S has been a skin care leader for over 150 years, with a range of solutions specially formulated for different ages and lifestyles.

### Highlights

# +37%

resonated with the brand's core message

# 1 in 2

people recalled the ad



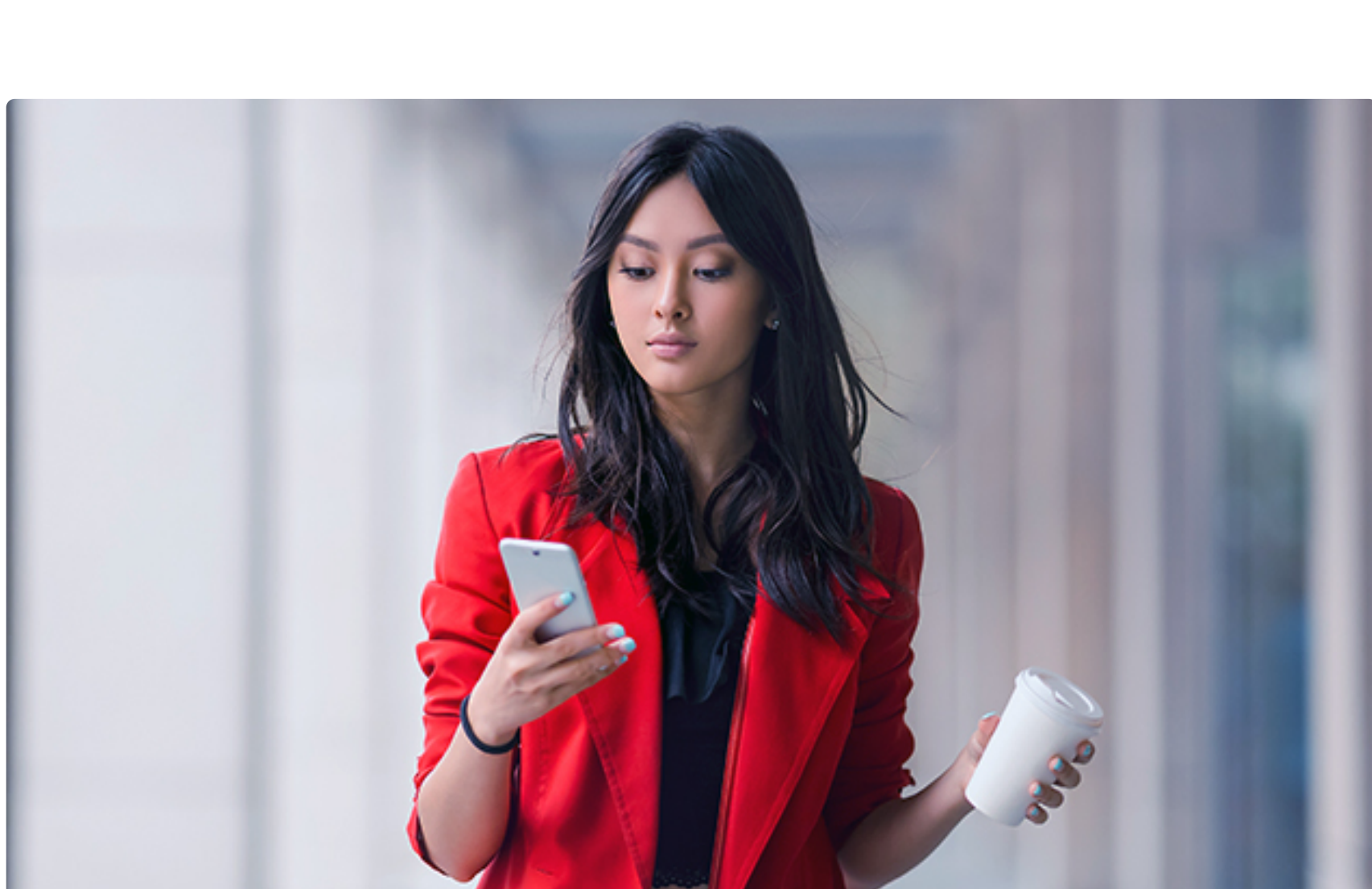
With skincare evolving every day, our advanced solutions crafted delicately for each skin type ensure that every consumer gets what their skin wants. However, beauty comes with a consistent regimen. Our aim to educate Filipinas to practice daily skincare was paramount during early 2021 when consumers were looking out for beauty products and were unsure what their skin needs. The mobile ad unit with dynamic creative optimization not only ensured that each user with a different skin type saw a tailored message but also widened our reach to young Filipinas, driving instant purchases. We are delighted to be driving results at a time when it is of utmost importance. This campaign not only increased conversions but also strengthened our market share.

▼ POND'S

**Bea Jason**  
Sr. Brand Manager, Face Care Unilever

### The Objective

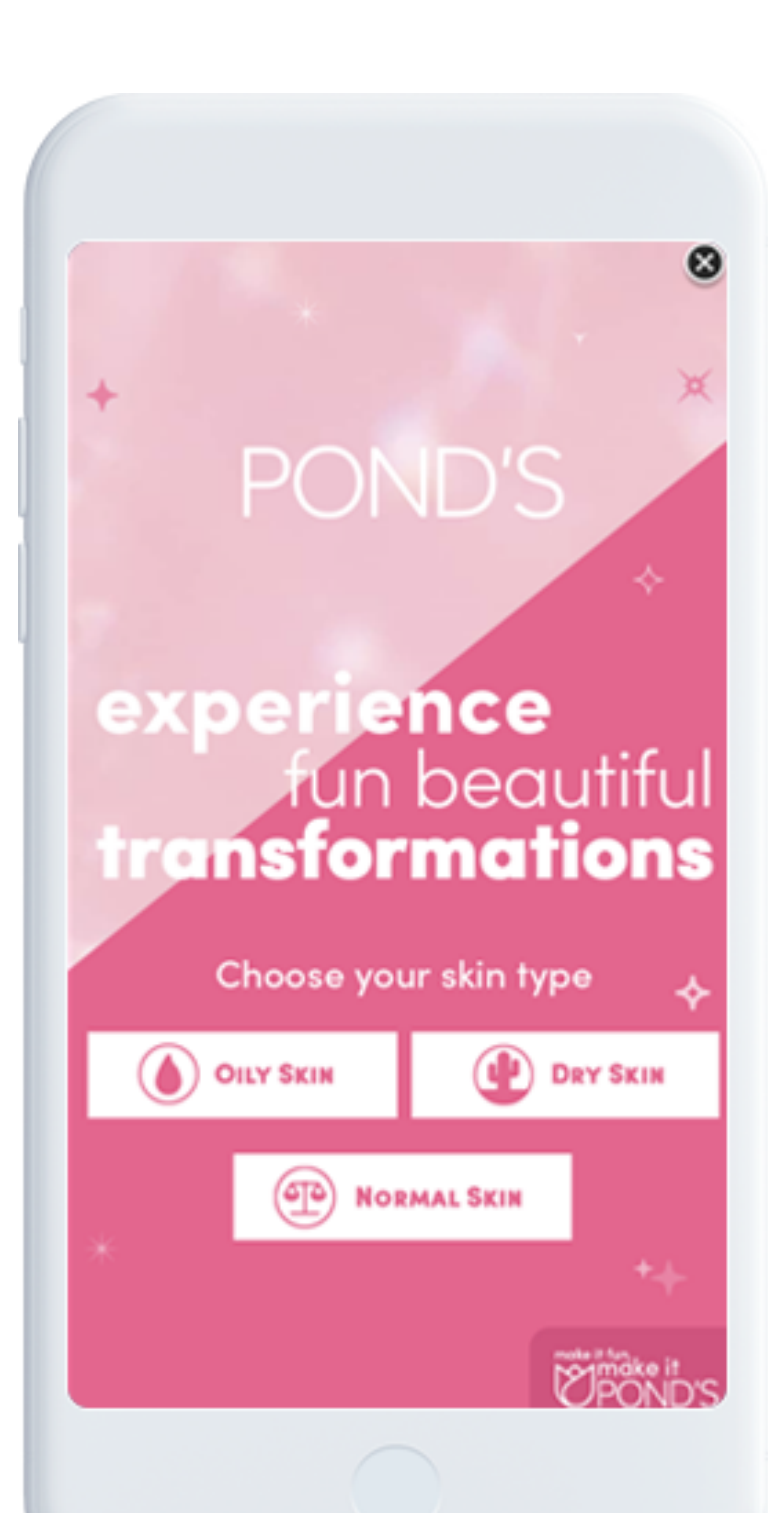
The pandemic brought about many changes, including a reduced interest in beauty and skincare products due to recession and consumers spending more time at home. 2021 saw a new light, with beauty and skincare brands regaining their momentum. Consumers were still at home, but relaxed restrictions enabled them to care more about their skin, prepping their skin to be its best-looking during the times that they would step out. However, Pond's realized that Filipinas tend to get confused, not fully knowing what would be best suited for their skin type. Rising to this challenge, POND'S decided to release a bevy of new products and advanced product innovations to help educate and make them understand which product is best suited for their skin type. The brand aimed to drive awareness by seamlessly combining itscore products and new product offerings based on a user's skin type, thereby delivering a tailored customer experience delightfully.



### The Solution

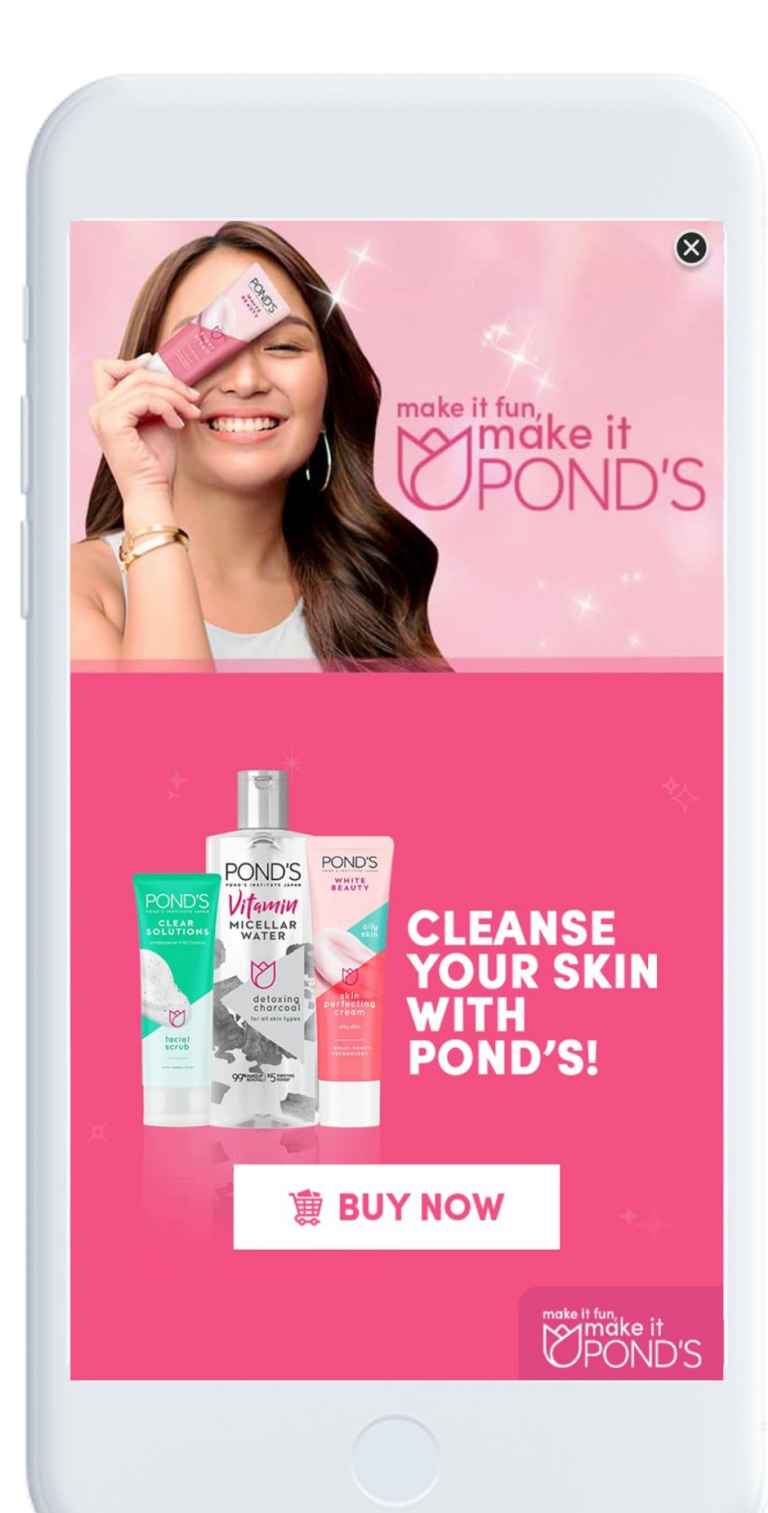
With mobile as the main touchpoint to reach young Filipinas, POND'S partnered with InMobi and Mindshare to create a fun and engaging full-screen interactive rich media campaign to drive awareness and enable conversions. The ad unit emphasized the fact that different types of skin have different skincare needs, and hence, they need a customized regimen to meet their skin's needs. Additionally, the campaign reflected the message that skincare need not be boring, and it can be fun to take care of one's skin. Showcasing the whole range of POND'S skincare products, the ad unit engages the consumers to choose the products specifically meant to address their skin concerns.

The first card of the ad unit shows a fun animated loading screen with a message to believe in fun beauty transformations and encourages the user to select their skin type – Oily, Dry, or Normal Skin. On selecting their skin type, the user then goes to the customized skincare routine in a parallax interaction. Based on their choice, POND'S recommends a three-step skincare routine to maintain healthy-looking, glowing skin.



The second card of the ad unit showcases the cleansing product and urges the user to swipe left to view the next two products. While the three-step routine is the same for all skin types, the products that POND'S recommends in each step are customized based on the user's choice of skin type. The communication of the ad unit matches the concern of the skin type, making the experience personal for each user.

The end card of the ad unit is enabled by the 'Buy Now' CTA, which redirects the ad viewer to the Shopalyst landing page that was also curated with the message 'Make it fun, make it POND'S,' directing users to their personalized product pages, thereby creating a seamless buyer journey.



### The Results

With an interactive, fun-enabled ad unit, POND'S could reach millions of users to drive record engagement rates and successfully lift brand salience among its young audiences.

## Results

**7.6 million users**

**1.25% increased reach, and 2.19%**

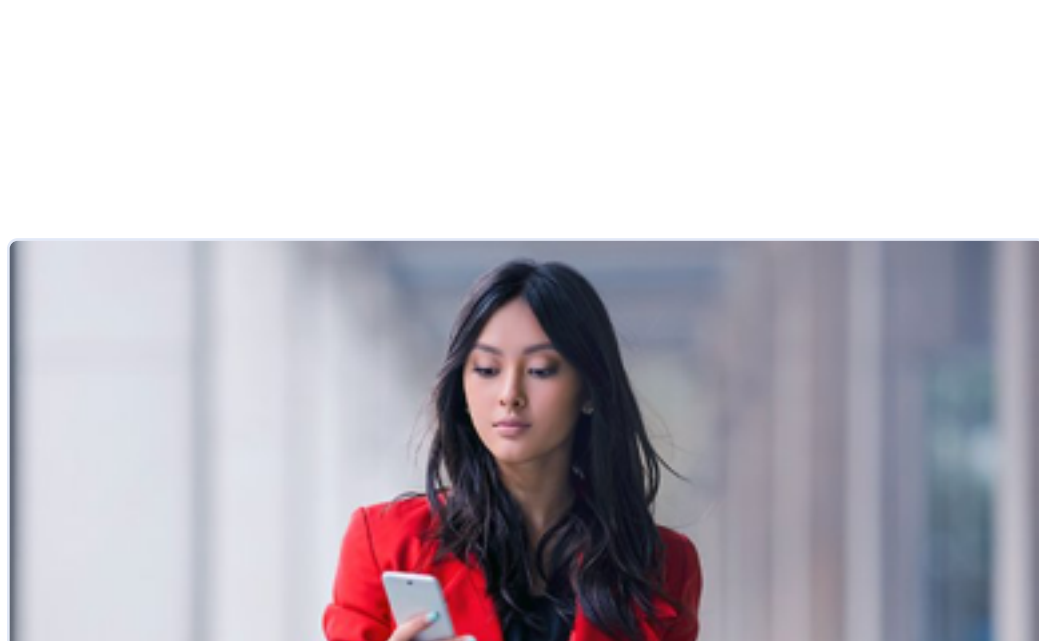
**1 in 2 people recalled the ad**

**+37% resonated with the brand's core**

**8% increase in market share\*\***

\*Compared to industry benchmarks  
\*\*Compared to Q4 2020 vs. Q3 2020 (based on Nielsen data)

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I am interested in	Anything else you'd like to tell us?
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