

# Powering engagement through promotions

ULTA Beauty wanted to launch a series of sequential Twitter campaigns to increase engagement with, and conversation around, their brand during key promotional periods.

Leveraging the brand's strong organic content and our expertise in product promotion campaigns, Adaptly worked with ULTA to amplify organic content around 3 beauty-focused initiatives: **Breakup with Your Makeup (#breakup)**, **Beauty LOL (#BeautyLOL)** and **21 Days of Beauty (#ULTA21)**.

## Approach

The Richards Group worked with Adaptly to formulate a strategy designed to both grow and engage ULTA's Twitter follower base. To deliver against the client's KPIs, the Adaptly team executed a strategic plan that successfully amplified ULTA's powerful organic content.

- Advertising across both Mobile and Desktop, Adaptly optimized each budget to capitalize on the most engaging tweets and saw an average eCPE of \$0.26 across 3 campaigns.
- Using a variety of targeting techniques and continuous Tweet promotion, the Adaptly campaigns lifted hashtag engagement by 172%.

## Results

- Adaptly drove strong engagement rates across all 3 campaigns; specifically, the Breakup with your Makeup campaign saw a 7.9% engagement rate.
- ULTA Beauty saw over 77,800 brand mentions during the course of Adaptly's paid media campaigns!
- Mobile targeting drove 31% lower eCPE as well as 2.0x higher engagement than desktop!



3.29% engagement rate.



\$0.26 eCPE.



77,800 brand mentions.

## Key Takeaways

- Adaptly's strategic targeting approach ensured that the client's budget was optimized across the best performing groups.
- Mobile targeting is key to reaching consumers who are actively tweeting and sharing content in real-time.
- Using rich content - including Somee cards - drives strong engagement among brand followers, influencers and consumers.

Adaptly