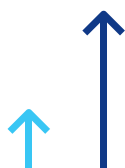




306%

increase in revenue
year-over-year



3x

increase over
ROAS goal



256%

increase in average
ROAS



Programmatic Advertising Exceeding seasonal expectations through digital

THE COMPANY

ULTA Beauty is one of the largest beauty retailers in the United States, with over 928 retail store locations in 48 states. The company carries over 20,000 prestige and mass beauty products and employs more than 19,000 individuals.

THE CHALLENGE

For both ULTA's brick and mortar locations and eCommerce business, the holiday season is a critical time for top line sales. Heading into the holidays, ULTA wanted to boost online sales revenue and increase the efficiency of its digital marketing investments.

THE STRATEGY

Rise developed a multi-channel digital strategy that prioritized the brand's highest opportunity audience segments, with a goal of delivering the most relevant and timely marketing messages to those individuals.

Using its proprietary programmatic buying technology, Rise targeted audience segments that had previously shown interest in ULTA's merchandise with relevant messages and specific products.

Rise also matched ULTA's existing customer database and used email marketing to retarget those audiences, taking the data from both the display banner ads and email marketing campaigns to further prioritize and optimize the campaign.

THE RESULTS

The cross-channel, prioritized approach provided strong year-over-year performance for the brand and helped ULTA exceed its business goals during this critical season, yielding major results.