

Granular Audience Strategy Drives Revenue at Scale

COLOURPOP

ColourPop is an American cosmetics brand with the mission of offering high-quality, cruelty-free makeup products at wallet-friendly prices.

The Challenge

ColourPop needed a social advertising strategy that leveraged product-enhancing ad units and brought **opportunities to scale revenue** while maintaining target ROAS and establishing a **consistent, long-term testing framework**. Supporting bi-weekly product launches presented a number of complexities:

- New products needed **visibility without competing** with evergreen campaigns
- Frequent in-stock or out-of-stock changes required **agility**
- Multiple product lines presented a variety of remarketing audiences which would **overlap with prospecting segments** unless reconfigured

The Strategy

Rise suggested a three-part strategy for a long-term, scalable paid social approach.

New campaign structure and process to balance launches with evergreen winners. After identifying top-converting product lines with reliable inventory, Rise developed a full-funnel evergreen strategy using Dynamic Product Ads to expand ColourPop's upper funnel.

Savvy audience targeting and exclusions to maximize efficiency. Granular audience overlap strategies maximized lower-funnel conversions while taking advantage of ColourPop's expanding prospecting lists.

Consistent creative testing framework with applicable insights. Within each campaign, Rise implemented a data-driven measurement strategy to leverage conversion data by product type, resulting in higher engagement and shortened path to purchase.

The Results



124%
increase in
revenue



19%
increase in
AOV



74%
increase in
prospecting
ROAS