

The Beauty in Brand Lift:

How bareMinerals Reached New Faces with Strategic Partners

THE GOAL

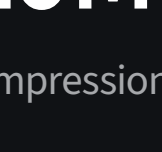
Fuel bareMinerals’ global expansion as a top makeup brand. Increase foundation line awareness via upper-funnel tactics and targeted Connected TV campaigns aimed at competitors.

THE SOLUTION

Establish a consistent brand lift measurement plan for bareMinerals using StackAdapt and Shopify integrations with first-party data, targeted retargeting, and refined audience segments.

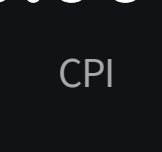
THE RESULTS

Through partnerships with StackAdapt, Shopify, and WITHIN, bareMinerals achieved over 20 million impressions at a \$0.0082 cost per impression (\$8.29 CPM).



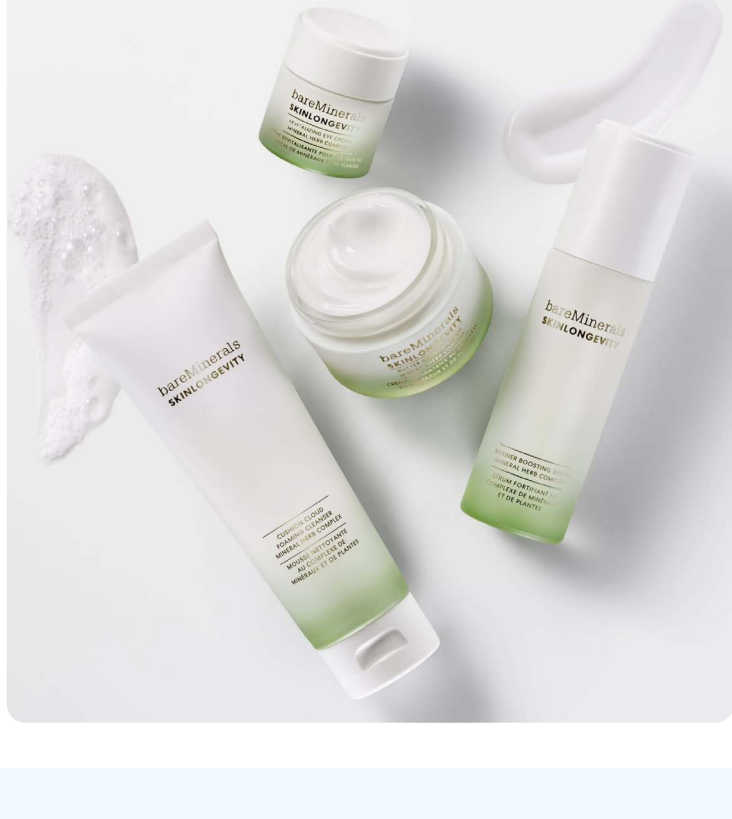
20M+

Impressions



\$0.0082

CPI



bareMinerals®

Founded in 1995, bareMinerals pioneered mineral makeup, focusing on natural beauty and skin health, and built a loyal community as part of Orveon Global. To stay competitive, they aim to attract a new generation of customers while maintaining their core values.

THE GOAL

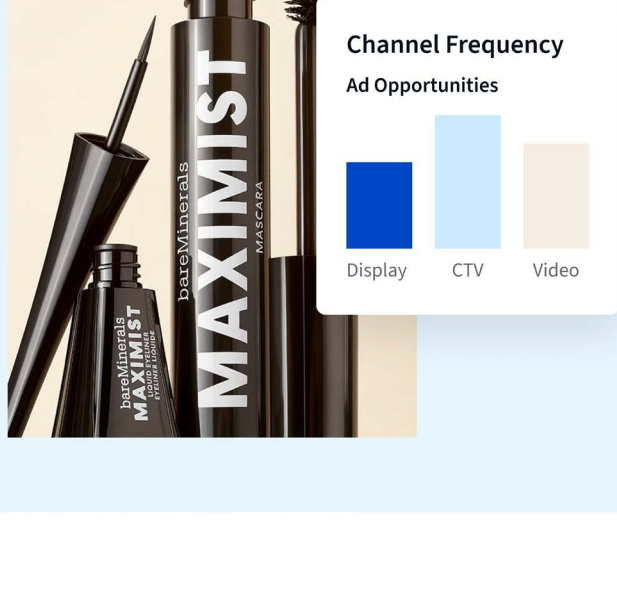
Innovative Approach with StackAdapt and Shopify



bareMinerals, alongside their agency WITHIN, aimed to increase brand visibility and market competitiveness. They strategically partnered with StackAdapt and Shopify to boost unpaid organic traffic and drive demand across channels, benefiting sales for Ulta and bareminerals.com.

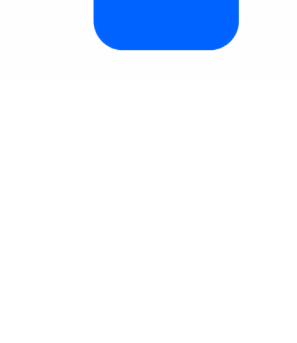
WITHIN leveraged StackAdapt’s programmatic advertising expertise to target potential customers and optimize upper-funnel media spending, enabling precise measurement of brand awareness and engagement. Shopify’s e-commerce infrastructure facilitated seamless integration, targeting specific audience segments and enhancing bareMinerals’ online presence.

These partnerships allowed bareMinerals and WITHIN to analyze market positioning, challenge competitors, and attract a broader audience while upholding quality and innovation, setting a benchmark for future performance evaluations.



THE SOLUTION

Building a Brand Lift Measurement Standard



To fuel expansion and cement their standing in the health and beauty sector, bareMinerals and WITHIN strategically engaged StackAdapt. This partnership focused on maximizing the value of their first-party data through sophisticated audience targeting. By implementing an improved digital strategy, closely linked with customer acquisition objectives through their Shopify e-commerce site, the collaboration sought to increase brand visibility and impact.

As a trusted Shopify partner, StackAdapt empowers merchants like bareMinerals to leverage their first-party data effectively. **The objectives for these campaigns included:**



Audience Targeting Strategy

Shopify supports multi-funnel strategies and enables layering of additional lookalike audiences with StackAdapt’s proprietary targeting.



Measure and Quantify Brand Lift

Through this collaboration, we gained insight into how StackAdapt and bareMinerals campaigns on Shopify affected customer perception and sales targeting new customers.



Retail-Driven Media

Given the challenges in tracking and attributing these campaigns, we set a goal to create our own benchmark for future incrementality to build on and grow through.

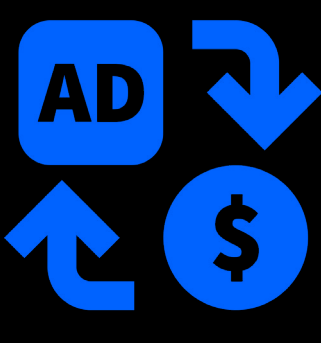


A comprehensive CTV campaign led to significant brand lift and insights.

StackAdapt’s reporting provided WITHIN and bareMinerals with customer behavior understanding, campaign optimization, and increased brand recognition, enabling data-driven decisions. Leveraging advanced analytics and first-party data, bareMinerals, with WITHIN’s media management, is set for health and beauty sector growth, ensuring continued innovation and expansion as a leading mineral-based beauty brand.

THE RESULTS

Performance Fueled by Strategic Partnership



As a result of the strategic collaboration with StackAdapt, Shopify, and WITHIN, bareMinerals achieved remarkable outcomes, **driving over 20M+ Impressions that had a CPI of \$ 0.0082 per impression** (bareMinerals had a CPM of \$8.29).

By leveraging bareMinerals’ 1st-party data available in their Shopify store, StackAdapt and WITHIN were able to focus efforts through 5 campaigns that resulted in actionable insights into different parts of the bareMinerals site funnel.

These campaigns helped to identify:

1

bareMinerals Brand Lift

2

Unlock Audiences with bareMinerals 1st-Party Data Available through Shopify

3

Lift in Purchase Intent and Willingness to Purchase

4

Data to Create Benchmark and Apply Learnings to Similar Audiences

This strategy contributed to and influenced bareMinerals audience targeting approach by enabling the creation of more look-a-like audiences, utilizing Shopify’s audiences across all existing funnels, ultimately measuring and quantifying their brand lift.

Key Outcomes

Look-Alike-Audience Targeting

Through this approach, bareMinerals was able to enhance their audience targeting. This involved generating more look-alike audiences and leveraging Shopify’s audience data across all their existing sales funnels. As a result, they could effectively measure and quantify their brand lift.

Future Testing for Expanded Reach

The strategic partnership between bareMinerals, WITHIN, and StackAdapt continues to yield impactful results and unlock new tests that further enhance bareMinerals’ ability to expand its reach and maintain its position in the health and beauty sector.