



**SAPIENTNITRO**

IDEAL IMAGE  
DIGITAL SUCCESS STORY

2<sup>nd</sup> FEBRUARY 2016

# OUR STORY TODAY: **DIVERSITY** OF MEDIA AND SERVICES

A challenged business and marketing model on the cusp of going out of business and how the SapientNitro team has developed a long lasting turn-around and successful partnership that extends beyond the board room.

**RESULTING:** Massive shift in media and services spend driving unprecedented performance.

THEY WANTED MORE AND BETTER  
LEADS...

FOR US THIS MEANT:

IMPROVE OUR MESSAGING  
& AUDIENCE TARGETING

# WE UNCOVERED BIG CHALLENGES

## CHALLENGING MARKET CONDITIONS

- Premium pricing strategy was a challenge
- Category was plateauing and there was a risk of over-investing
- The brand was indistinguishable in a sea of sameness
- Inaccurate assumptions about customer profiles and customer behaviors
- Multiple markets were in serious trouble with negative net income, potentially facing closure

## NO EFFECTIVE DIGITAL STRATEGY

- Under-appreciation of digital advertising formats beyond paid search
- Limited understanding of media efficacy in terms of customer acquisition
- Channel mix was antiquated at >95% Radio and a small-scale Paid Search program
- Had not established a unique and engaging voice in the Digitally or in the Social space

# WE IDENTIFIED BIG SOLUTIONS

## DEFINED A NEW CATEGORY

- Distinctive thru owned Creative **Diversity**
- Redefined the Brand with Service **Diversity**
  - Service Diversity Roll-Out
- Targeted Key **HIGH YIELDING** Audiences

## EFFECTIVE DIGITAL STRATEGY

- Drove Data Discipline for a **Diversity** of Applications of information and understanding consumer behaviors
- Increased Channel **Diversity**
- Created **Diversity** in the always on, always engaged omni-channel market

# STEWARDSHIP IS OUR BUSINESS

- Create Distinction
- Redefine the Brand
- Target Key Audiences
- Drive Data Discipline
- Drive Media ROI
- Diversify the Business

IN A SEA OF SAMENESS, WE HAD TO...



## LASER HAIR REMOVAL

\$50

CLICK FOR DETAILS

## PROMOTION

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LASER HAIR REMOVAL



\*call for details

# CREATE DISTINCTION - OWNED CONTENT

**ARE YOU READY  
TO LOVE YOUR SKIN?**



**ACT NOW ▶**

**IDEAL IMAGE**

**ARE YOU READY  
TO LOSE THE HARE?**



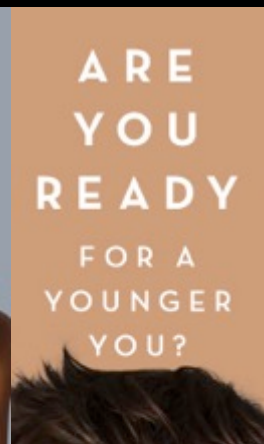
**ACT NOW ▶**

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AWAY FAT!**



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**coolsculpting**

**ARE  
YOU  
READY  
FOR A  
YOUNGER  
YOU?**



**BUY 1 AREA  
GET ONE  
FREE**  
LASER HAIR  
REMOVAL



**ARE YOU READY  
FOR A TREAT?**



**ACT NOW ▶**

**IDEAL IMAGE**

**ACT NOW ▶**

**IDEAL IMAGE**

**ACT NOW ▶**

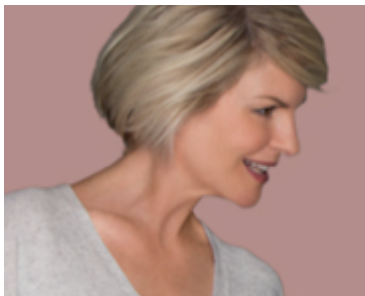
**IDEAL IMAGE**

# REDEFINE THE BRAND

BRAND	IDEAL IMAGE			
	SKIN	AGE	FORM	NUTRITION & WELLNESS
PLATFORM				
ARE YOU READY	FOR FLAWLESS SKIN?	FOR A YOUNGER YOU?	TO FEAR NO MIRROR?	TO FEEL YOUR BEST?
MODALITY	LHR Tattoo Removal BBL (Photo Facial) HALO (Skin Resurfacing) Private Label Defense Kit (Sunblock Line)	Botox Ultherapy Juvederm Voluma BBL Private Label Prescription Skin Care	CoolSculpting Kybella	IV Infusion Private Label Genetically Customized Nutraceuticals Meal Replacement Drinks

# TARGET KEY AUDIENCES

## WHO



New Modalities Extend the demo to age 69



LHR demo is 25 to 45



Males represent ~15% of all Ideal Image LHR guests



Testing Military, Gay Males and Hispanic targets has not indicated ROI

## WHY

With the introduction of new services that appeal to an older audience, Ideal Image is broadening its target consumer base which allows for more cross selling and up selling.

Despite its premium price, Ideal Image is dominant in this market, and will increase its dominance with the failure of key competitors.

As men become more open and proactive about their appearance Ideal Image has the opportunity to become the trusted source for male cosmetic enhancements.

African American males have a specific need for LHR on their necks as they are more prone to ingrown hairs and razor bumps.

## HOW

Promote new modalities with target-specific creative in relevant channels

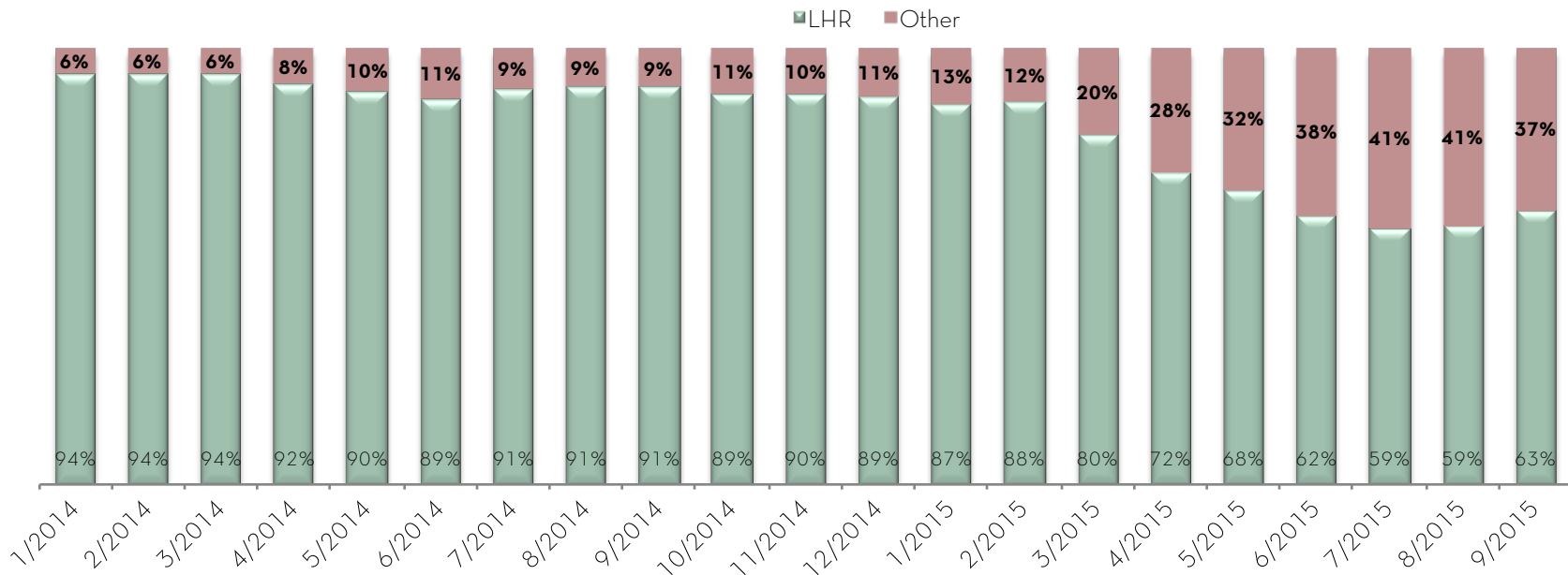
Continue to promote LHR using discounts through high-producing channels

Test targeting males with LHR, CoolSculpting, and Ultherapy

Test utilizing African American creative in highly targeted African American properties

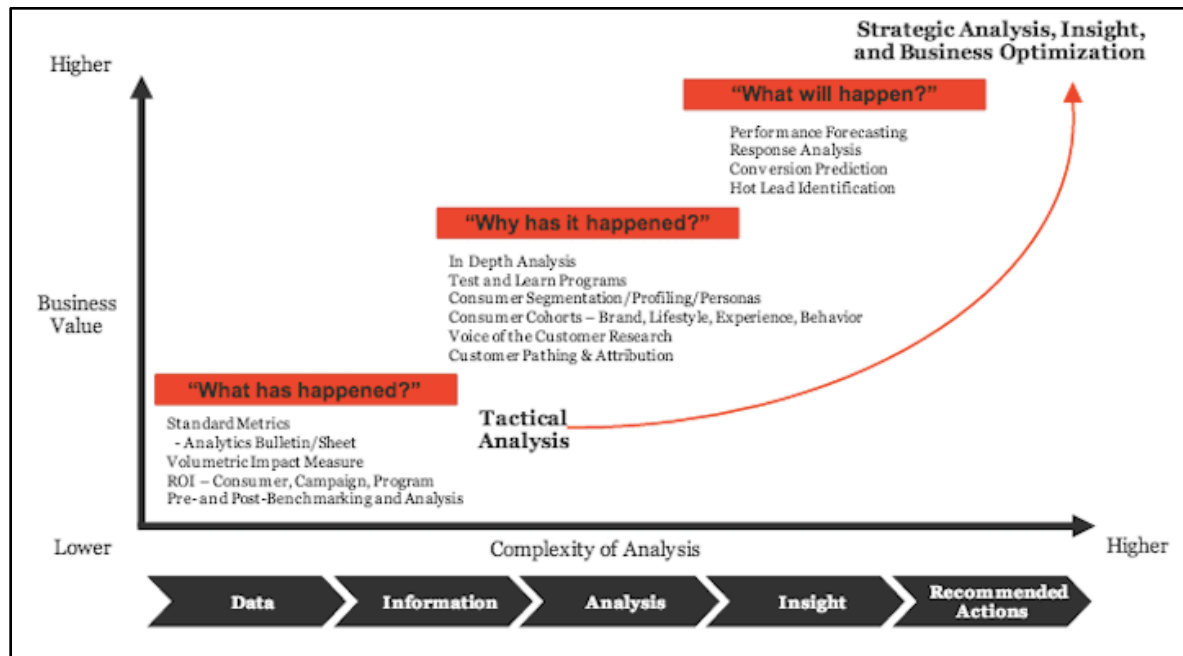
# SERVICE DIVERSITY ROLL-OUT

LAUNCHED 9 NEW PRODUCTS IN 5 MODALITIES & 56% GROWTH



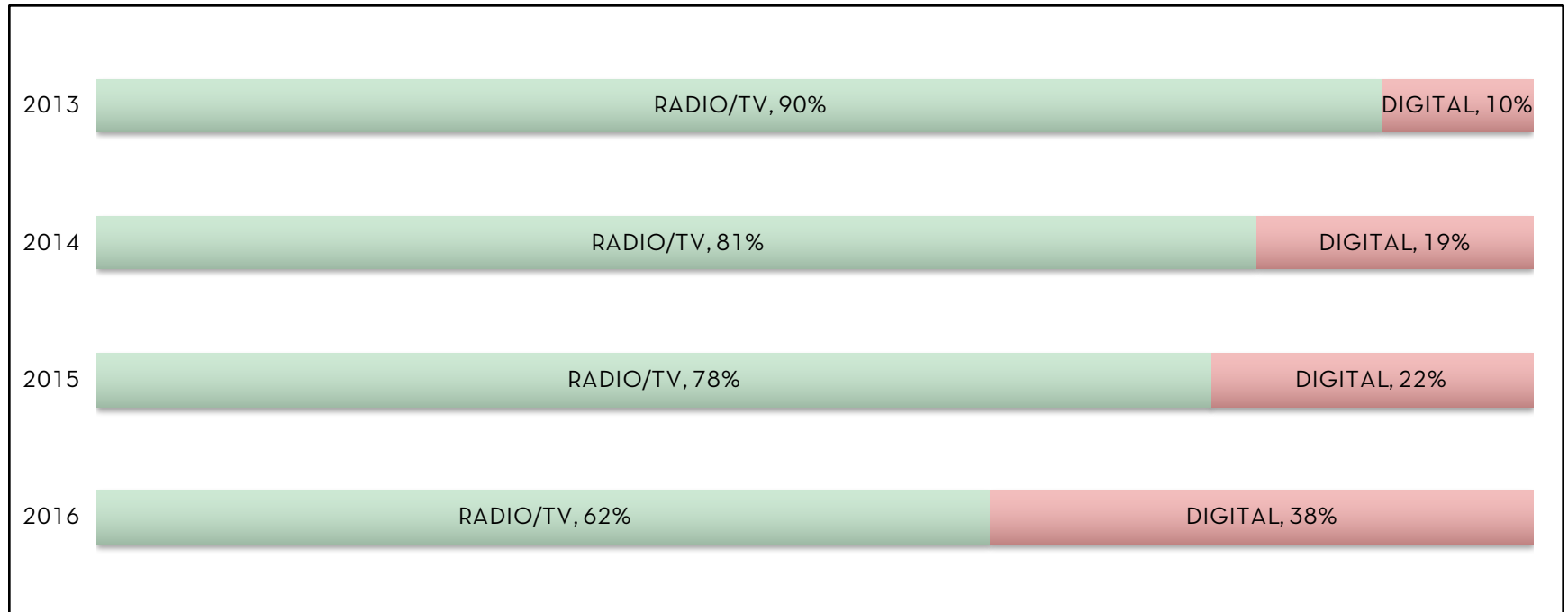
# DROVE DATA DISCIPLINE FOR A DIVERSITY OF APPLICATIONS

- World class optimization framework allowing for predictive as opposed to responsive decision marketing
- Daily results transparency across internal and client teams enabled:
  - **Powerful real insights to consumer spending trends and campaign performance** (previously only had spend and revenue results)
  - **Regression and attribution analysis** allowed us to see our optimal media mix, optimal creative timing, and optimal investment in markets
  - The business was not seasonal as believed in the previous years – we leveraged data for **more frequent campaigns/promotions** with testing to determine **the most productive offers**



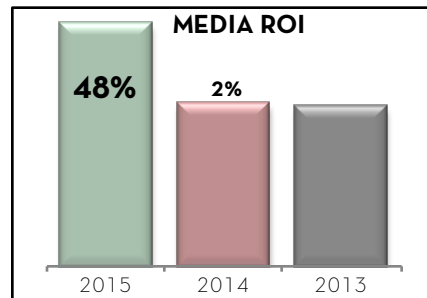
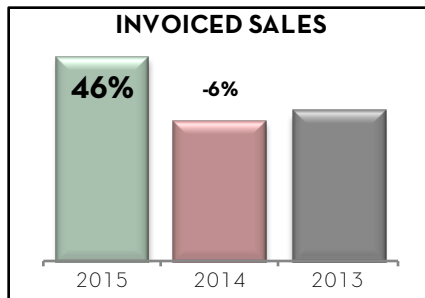
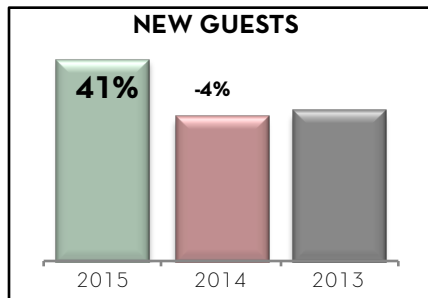
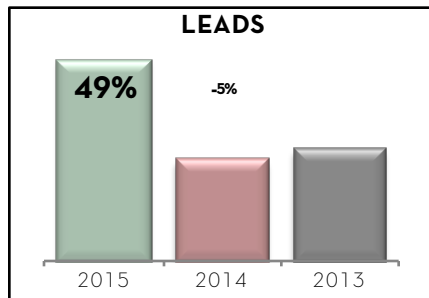
# INCREASED CHANNEL DIVERSITY

## SHIFTED CHANNEL MIX TO THE DIGITAL OPPORTUNITY

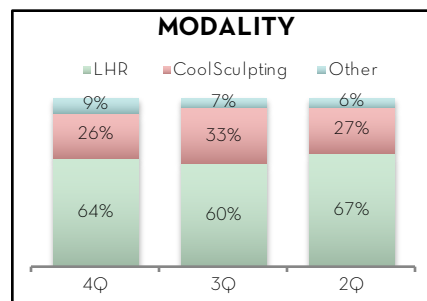
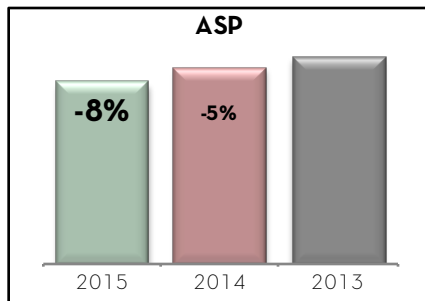
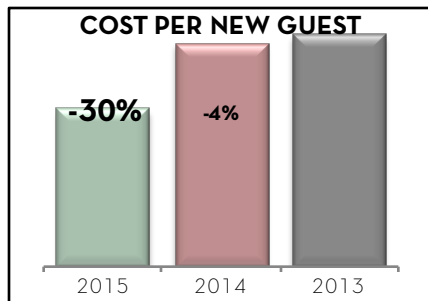
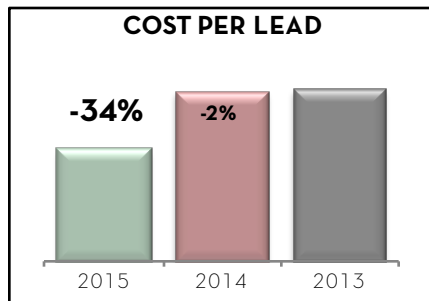


OUR IMPACT

# DOUBLE-DIGIT GROWTH FOR ALL KPIs



- 2015 concluded with 49% more leads than 2014, and 41% more New Guests. Media ROI is 48% stronger than 2014 because CPL is 34% lower
- 2015 Invoiced Sales is 46% higher than 2014 and 15% higher than target. While hitting the LHR target of \$85MM, CoolSculpting has delivered 330x more than expected, and has grown quickly to contribute 26% of Invoiced Sales.



TAKE AWAYS

Marketers and consumers alike are  
interested in engaging in conversations,  
those that enable the emotional  
connection that creates customer and  
brand loyalty for years to come

# ENABLE HIGH VALUE RELATIONSHIPS BETWEEN MARKETERS & CUSTOMERS

## BE THE FIRST OF YOUR KIND (PERFORMANCE DEALS)

- iHEART Performance Based Radio Deal
- Change in their traditional business model, change in assets bring to the table with lots of value add

## COLLABORATE - MARKETING INTELLIGENCE ECOSYSTEM

- Generic segmentation is useless to digital marketers, all clients have a CRM and some even First Party Cookies
- Leverage different data sources to deliver the custom messages, offers or dialogue that consumers are yearning to engage
- Enable marketers to develop a 360 view of customer and work with clients to perform attribution analysis and share data

## ENABLE PIVOTING OF SPEND - OMNI-CHANNEL

- Penetrate the Customer Mindset - buying behaviors are not always seasonal or based on a pattern, they are always on
- Encourage real-time modifications to strategy allowing your customers to acquire and complete as many transactions as possible

## HIGHLY TARGET GEOGRAPHIES

- Need the ability for significant retargeting in geographies via digital and radio
- Give marketers your insight the ads and messages that work best with your audiences on a local level

THANK YOU,

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