



DELIVERING THE RIGHT MESSAGE, TO THE RIGHT PLACE, BEFORE THE RIGHT TIME.

**THIS IS PREMARKETING**

## PREMARKETING

## CASE STUDY

Traditional digital marketing is intent-based marketing. This means identifying those consumers who have established an intent to buy (either by looking at a product page, searching for a product, or viewing comparison sites) and from there, targeting that consumer with the same or related products.

The problem: there is a ton of competition, which drives up the cost of advertising. Premarketing is different. It identifies qualified consumers before they've even established an intent to buy. Put simply, we predict what people are going to buy before they're shopping.

## HOW IT WORKS

Sellpoints models attributes of known users with an intent to buy and identifies other qualified users.

We start by deploying beacons to identify specific demographic attributes and behaviors of consumers with an intent to buy. Once we learn behavior patterns, we augment audiences in real-time to maximize the efficacy of the program. These consumers with no intent are served a targeted advertisement with custom landing pages, and we drive them to the product page.

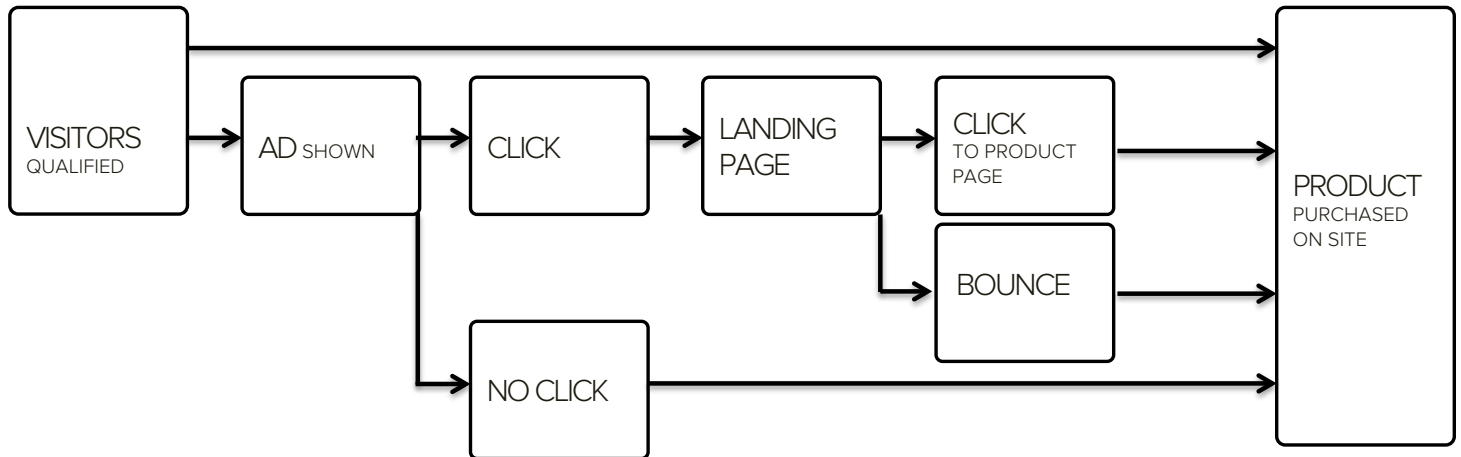
Sellpoints partnered with  
**A MAJOR ONLINE  
RETAILER and CONSUMER  
ELECTRONICS  
MANUFACTURER** to pilot a  
premarketing program and test the  
effectiveness of targeting consumers  
before they've established intent.

## PREMARKETING GOALS

We set out to identify qualified buyers for a gaming mouse before they realized they were in the market. Once identified, we advertised off-site to them before the competition to establish an early brand affinity.

The ultimate goal of this premarketing program was to more effectively allocate advertising budgets to spend less on more qualified traffic. We were challenged to deliver a 5:1 return on ad spend.

## AUDIENCE SEGMENTATION



## RESULTS

We tested this workflow to optimize the consumer experience, and the results were tremendous.

The program ran on a custom audience of over 1.5 million consumers and delivered a 143% increase in product page visits. Premarketing audiences consistently purchased \$10 of brand-specific product for every \$1 of ad spend, doubling our initial ROI goal.

**10:1 RETURN**  
ON AD SPEND