

Technology

A Bench success story:

Programmatic advertising increases sales by 30%

Bench's **data-driven approach** takes Lyre's Spirits international during the festive season

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Bench's Data-driven Approach Takes Lyre's Spirits International During Festive Season

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Lyre's Spirits business objective was to expand the Aussie brand internationally by partnering with **Bench for expert capabilities in programmatic advertising**. The aim was to **scale globally**, capture audience attention and **drive purchase actions** across ANZ, US, Canada, UK and the EU.

The second half of the year includes critical e-commerce periods such as 'Ocsober', Click Frenzy, Single's Day, Black Friday, Advent Calendar and Boxing Day Sale. Targeting specific audiences and bringing the right messaging to the right people was vital.

Lyre's Spirits identified five personas that would be interested in non-alcoholic spirits:



Health, fitness & wellbeing enthusiasts



Foodies



Entertainment-lovers



Parents



Homeowners interested in decor & improvement



Strategy & Solution

- To capitalise on **seasonal peaks** from November to January, Bench designed an **always-on, full funnel programmatic advertising** strategy targeting ANZ, US, Canada, UK and the EU.
- Bench ran **native, standard & social display** along with instream and outstream **video** for Lyre's Spirits.
- Focusing toward Return On Advertising spend (ROAS) and increasing the retargeting pool.
- Launch of 'Try July' campaign in Australia, where consumers were able to redeem a free cocktail at select bars through scanning a QR code on Lyre's Spirits website.
- Lyre's Spirits was able to focus advertising efforts in specific venues, in NSW and VIC, ensuring **maximised returns and reduced costs** for Lyre's Spirits through the highly geo-targeted nature of the campaign.



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"Bench's technology has helped us build awareness for Lyre's Spirits among our target audiences internationally and drive traffic to our website. Through targeting, we wanted to reach personas that would be most interested in non-alcoholic spirits during the festive season, and the Bench team have delivered outstanding results for us."

– Ashleigh Murray, Global SVP eCommerce at Lyre's Spirits

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The Results

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- **Great traction amongst returning customers.** Delivering the right messages along the purchase funnel based on their behaviour.
- Bench **Enhanced Video** saw massive success in generating brand awareness with the channel's immersive and engaging format in new markets where the Lyre's Spirits brand was unknown.
- **Improved exclusion audience accuracy** and **lookalike audience building** meaning less dollar wastage through targeting.
- Reached **new audiences** that were not familiar with their brand, in **new international markets** and quickly created high demand for their products.
- Generated **highly targeted prospects** to their website that matched their target profiles **resulting in direct sales** very quickly.
- With this success, Lyre's Spirits' decided to **expand globally** - into the SEA and EU regions, with the aim of generating purchase intent and e-commerce sales among key audiences.

The Results

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“We are pleased to partner with Lyre’s Spirits and introduce non-alcoholic spirits to quality audiences globally. As a leader in programmatic, we know that we have the right solutions for our clients to maximise media impact and performance efficiencies through our data-driven programmatic execution. **This campaign exceeded everyone’s expectations** and we are happy that more people are introducing non-alcoholic spirits to their festive merrymaking.”

– Ori Gold, CEO, Bench Media

The best quarter ever Oct to Dec 2020,
and the best month ever in Jan 2021



30%

Increase in sales



1.6 million

unique people reached



39 million+

impressions



60,000+

clicks to website

throughout the targeted regions of ANZ, US, Canada, the UK & EU.

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“...We look forward to partnering with Bench again as we roll out more global campaigns in the future.”

– Ashleigh Murray, Global SVP
eCommerce, Lyre's Spirits.

Thank you

