



iCare | Pure.amplify

Enhanced performance
with custom first-party
audiences

Soft & Sustainable
icareTM



Pure.amplify 



icare

icare create 100% recycled, Australian made toilet paper. Sorting and utilising a multitude of paper products, using a sophisticated process developed over 30 years, they separate, extract and reform it. The result is a dense yet soft toilet paper that consumers love.





Challenge:

Reach the right audience and drive in-store sales

With growing consumer demand for local, ethically produced products, icare's core challenge was to stand out in a highly competitive category.

To do this, Pure.amplify needed to create a digital strategy that targeted the perfect icare customer - people who have a real interest in the environment and sustainability.



> Solution:




Creating a first-party audience by leveraging Pureprofile's consumer panel





Solution:

In order to cement icare's position as the best choice for soft, sustainable toilet paper, we implemented a three-phased approach:

-  **1. Create a custom audience by surveying the Pureprofile panel**
By connecting directly to our proprietary research panel, we were able to ask consumers their exact preferences when it comes to environmentally friendly household products. This allowed us to use the survey responses to create the perfect seed audience.
-  **2. Expand campaign reach with lookalike modelling**
By leveraging our in-house data and analytics system, we built a lookalike model to create a scalable campaign audience. The audiences were targeted across the digital platforms that would generate the highest impact.
-  **3. Optimise each element to drive performance**
Our expert trading team monitored each campaign element on a consistent basis. This meant that they could instantly optimise the media spend to the properties that were delivering the best results.



The results:
**Quantifiable
success across
the metrics
that matter**





Results:

As demonstrated below, the bespoke first-party audience outperformed third-party audiences by an enormous margin. After an initial testing period, all budget was allocated to the higher-performing segments.

Third-party interest audiences

(e.g. 'Environmentally Friendly products')

0.10% CTR

achieved across campaign

Bespoke first-party audience

(Built from Pureprofile surveys)

0.91% CTR

achieved across campaign





Who is Pure.amplify?

Pure.amplify has been a leader in programmatic media buying since 2009 and is one of the oldest independent trading desks in Australia.

We transform businesses by leveraging data, insights and technology to drive digital marketing strategies.

Our insights-driven approach to marketing utilises over 2 billion proprietary data points to deliver cut-through and optimise marketing budgets.



Where data means business

Activating unique insights to power intelligent digital advertising





How will you thrive in the cookieless world?

With the demise of cookie-based targeting, it's critical for marketers to find new ways to connect to the right audiences. At Pure.amplify, we believe that first-party data is the key to both better targeting for advertisers, as well as better privacy and protection for consumers.

We've developed a suite of first-party data solutions so that our clients can make a seamless transition towards a new way of engaging and captivating customers. When real data is at the core of your strategy, your success is certain.





Thank you