Shopalyst X P&G

Discover How Shopalyst Curated Audiences Drive Higher ROAS

www.shopalyst.com

Context

P&G Philippines was looking for a way to make their media more efficient on digital given that they were currently reaching non-target consumers with broad targeting, and needed an alternative solution for precision targeting to drive higher relevance and engagement from their ads.

Solution

Using Shopalyst's Audience Builder, P&G Philippines curated targeting signals that best represent what category shoppers are buying and browsing **across 6 brands**.

This was activated across campaigns with a **monthly refresh of targeting signals based on campaign performance.**

Objectives

www.shopalyst.com

Shopalyst X **P&G**

Results

Across brands, their reach goals were achieved at a lower cost with higher clicks achieved.

They were also able to scale this approach across their portfolio to deliver reach consistently at a lower cost of media

100%
Targeted Reach Achieved at a higher frequency

>10%
Increase in Clicks

Lower CPM
vs benchmark

www.shopalyst.com

Shopalyst X **P&G**

"

Shopalyst's Audience Builder enabled us to reach consumers at scale while ensuring our targeting was relevant on digital media. This precision targeting approach helped us reach the right consumers, delivering reach as per plan with higher engagement at a lower cost of media, unlocking better "
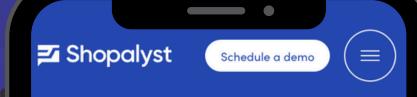
Lawrence Matthew Lin
Senior IT Manager - Marketing Technologist

P&G | Philippines

www.shopalyst.com

Schedule a **personalized demo** with ꤘ Shopalyst

SCHEDULE DEMO

ꤘ Shopalyst   Schedule a demo   ☰

We help brands connect with shoppers.

Power your brand growth with Discovery Commerce - a seamless journey for shoppers connecting points of discovery with points of purchase. Supercharge your digital ad campaigns across media and commerce platforms using our ACE framework - high intent **audiences** , shoppable **creatives** and connected commerce **experiences**. Made easy by Maia , our AI copilot for marketers.

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday