

# Wearables Brand Uses Custom Segmentation to Drive Programmatic Results

## CHALLENGE

A leading wearables brand wanted to leverage its first-party data across its programmatic advertising to increase sales in the U.S.

## HOW WE DID IT

Acxiom leveraged the extension capabilities of its Addressable Advertising solutions to:

- 1) Onboard first-party data to build three custom behavioral segments in addition to syndicated behavioral segments (surfers, swimmers, etc.)
- 2) Measure digital impact on sales across all behavioral targets (sales occurring within 30 days of exposure to digital campaign)

## RESULTS

Custom segments delivered better sales by a wide margin – 6,744 incremental sales on average vs. the average syndicated segment



Nearly 7,000  
incremental product  
sales

1.9x more  
households  
purchased on  
average