

# NICHE LUXURY RETAILER WAS PLANNING TO RELEASE A NEW COLLECTION OF LEATHER GOODS, HANDBAGS, AND ACCESSORIES

## CHALLENGE

A luxury retailer was planning a new product launch for leather goods, handbags, and accessories. They needed a way to reach middle to high-income female shoppers who were brand conscious, luxury buyers.

## SOLUTION

An A/B split test was run using V12's PYCO Personality Data to target consumers who were known brand buyers based on their PYCO Personality score. The PYCO audiences were tested against a selection of V12 segments, including higher income, luxury living, and who were known offline apparel shoppers.

### Data Source Information

- PYCO > Information Gathering > Feelers (S/F: Sensing/Feeling)
- Lifestyles & Pursuits > Luxury Lifestyle
- Entertainment > Reads Fashion
- Buyer > Female Apparel Buyers
- Income > \$80k+

### Metric

- PYCO CTR: 5.2%
- V12 CTR: 2.8%
- Ad Engagement: 10.6%
- CPA: Compared to RON campaign, V12's strategy and data targeting reduced the retailer's
- CPA from \$94.13 before V12 targeting to \$37.41 over the 45-day campaign

## RESULT

The retailer's return on ad spend was 290% over the course of the campaign.