

# WE HELPED GENERATE A 300% RETURN ON INVESTMENT FOR METROPOLITAN SKIN CLINIC

## OBJECTIVE

Metropolitan Skin Clinic wanted to increase brand awareness, new customer inquiries, and generate sales for 2 winter promotions in the Minneapolis-St. Paul Market. This campaign's main focus was reaching the business' core audiences to drive more sales through online bookings and in-person visits from new and existing clients.

## STRATEGY

**Audience Planning:** Using our proprietary data platform, smartSCOUT, this campaign identified the top digital assets for Metro Skin's target audiences: adults 18+, spa/beauty enthusiasts, those likely to search for cosmetic procedures, and high-income households.

**Creative Development:** OUTFRONT STUDIOS partnered with Metropolitan Skin to design DOOH and mobile ads. The ads featured a young woman with glowing skin, messages like "get deep skin hydration," a landing page for the Winter Bundle offers, and a call-to-action link to book now.

**Advanced Buying Solutions:** Using OUTFRONT's streamlined Digital Direct Ad Server, this campaign delivered an estimated 2.3 million impressions on a pool of 10 units in the Twin Cities Metro Area.

**Mobile Network Products:** OUTFRONT's Mobile Network was layered in to serve ads to consumers in hard-to-reach affluent areas of the DMA. The mobile portion used 3 tactics to strategically deliver ads to the right audiences and deliver an estimated 1.2 million impressions.

- **Proximity Targeting:** Metropolitan Skin Clinic geofenced a 1-mile radius around the spa location to target consumers in the area.
- **Behavioral Targeting:** To reach their core audiences, Metro Skin served ads to high household income audiences and spa/beauty enthusiasts in a custom list of zip codes.
- **Retargeting:** Finally, this brand served ads to consumers who visited their competitor's locations, as statistically beauty treatment consumers are less likely to stay brand loyal and more willing to follow a deal.

## RESULTS

Metropolitan Skin Clinic saw tremendous results from their 3-month campaign, the client reported a significant lift in new patient visits, with appointments made online, by phone, and in person. The mobile portion of this campaign tracked 267 visits to Metro Skin Clinic from people exposed to their campaign. This led a 28% lift YoY in sales for their Botox Day promotion and a 300% return on ad spend for their Winter Bundles promotion. Metropolitan Skin Clinic was beyond thrilled with their digital campaign attributing OUTFRONT's strategic creative edge to the success of their winter promotions.

SOURCE: GEOPATH 2024 RELEASE, GROUND TRUTH MOBILE REPORTING



## RESULTS

9,807

CLICKS

.84%

CLICK THROUGH RATE

267

VISITS

300%

RETURN ON INVESTMENT

28%

LIFT IN YOY SALES FOR THE BOTOX DAY PROMOTION

1 TO 4

FOR EVERY AD \$1 SPENT THEY EARNED \$4 IN NEW SALES FOR THE WINTER BUNDLE PROMOTION

METROPOLITAN

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

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