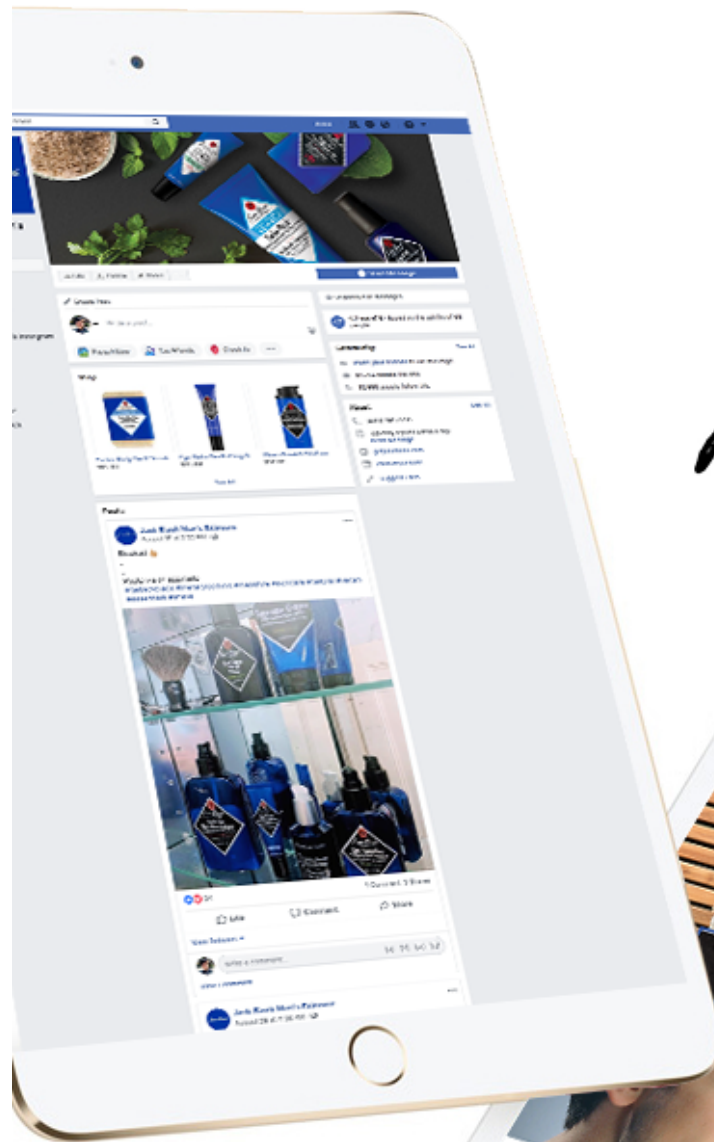


*Jack Black*  
Authentic and Original



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**Gabby**  
Consultant

Gabby

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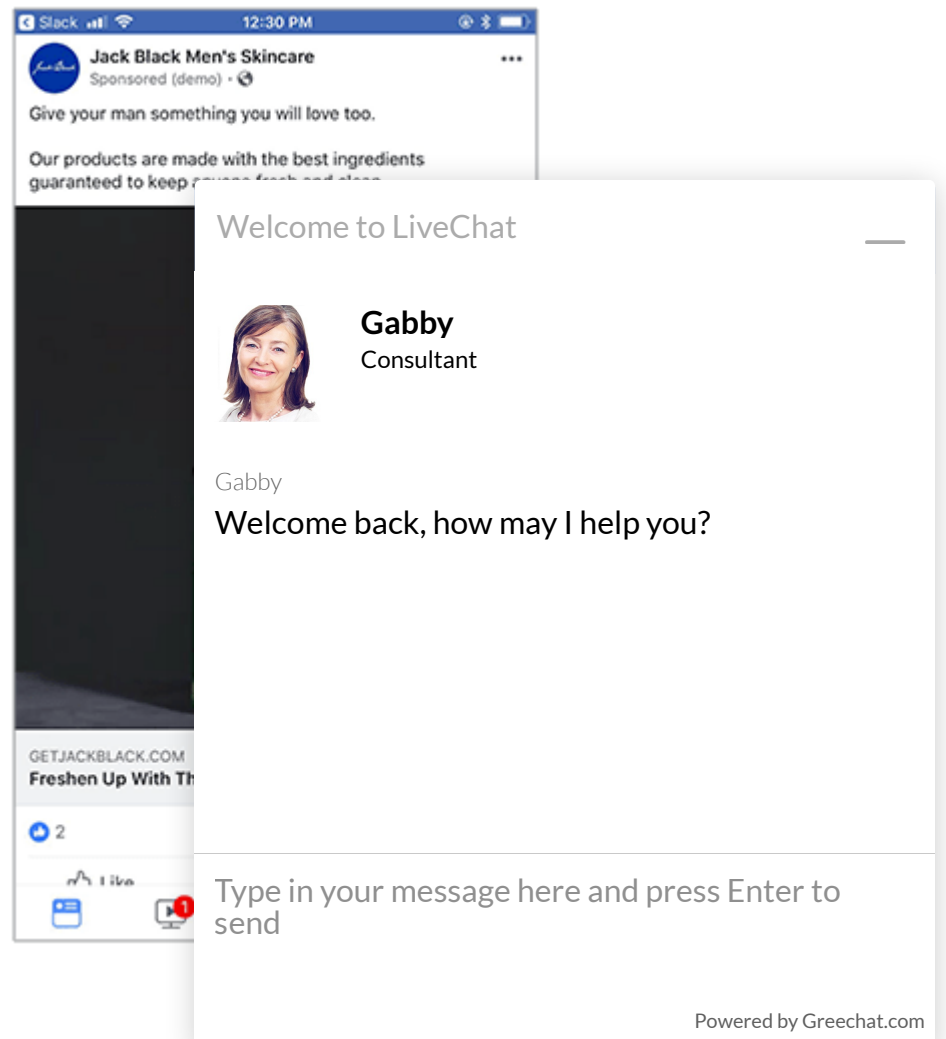
Jack Black was loo

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The premium mens skincare company knew they had an incredible product with a sincere, honest approach, and needed help bringing their unbeaten value proposition to the customers who would love them. In need of a strong digital marketing partner to power their paid and programmatic efforts, Jack Black reached out to Wpromote with an idea.

Looking to grow aggressively, Jack Black put forth a goal of 25% revenue growth year-over-year while identifying profitable new avenues for expansion.

This ambitious goal was supported by advanced audience targeting capabilities, ongoing optimization opportunities, and an engaging social media presence. To get their eye-catching creative in front of the right customers, Wpromote managers would need to build dynamic and bold new campaigns.



# The Jack Black Three-Step Solution:

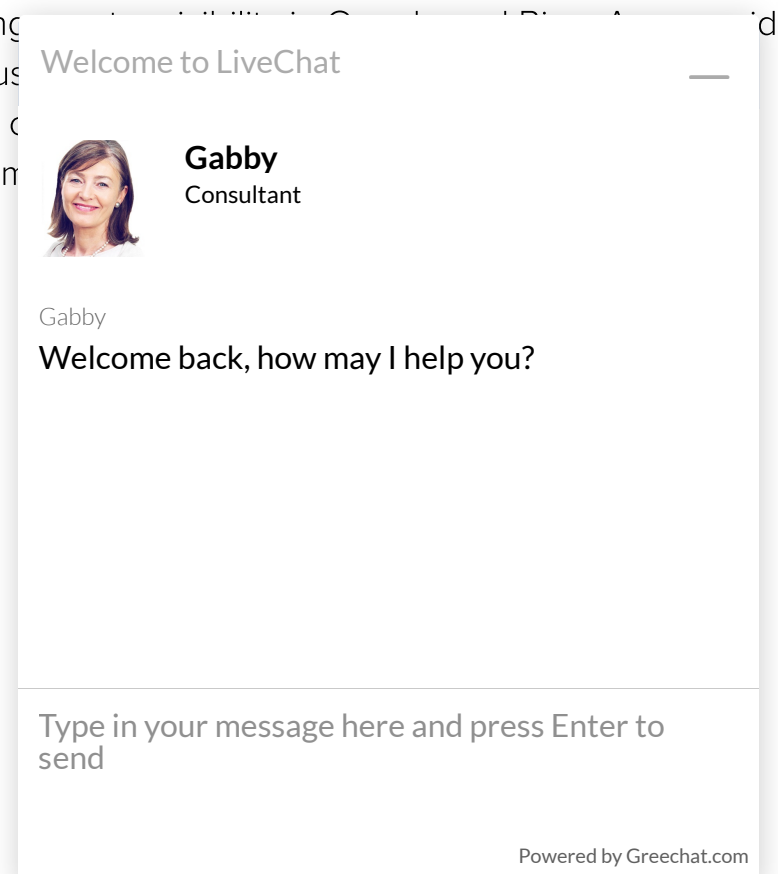
Full-funnel strategies were developed to nurture the sales process across various touch points while also leveraging customized audiences to maximize profitability.

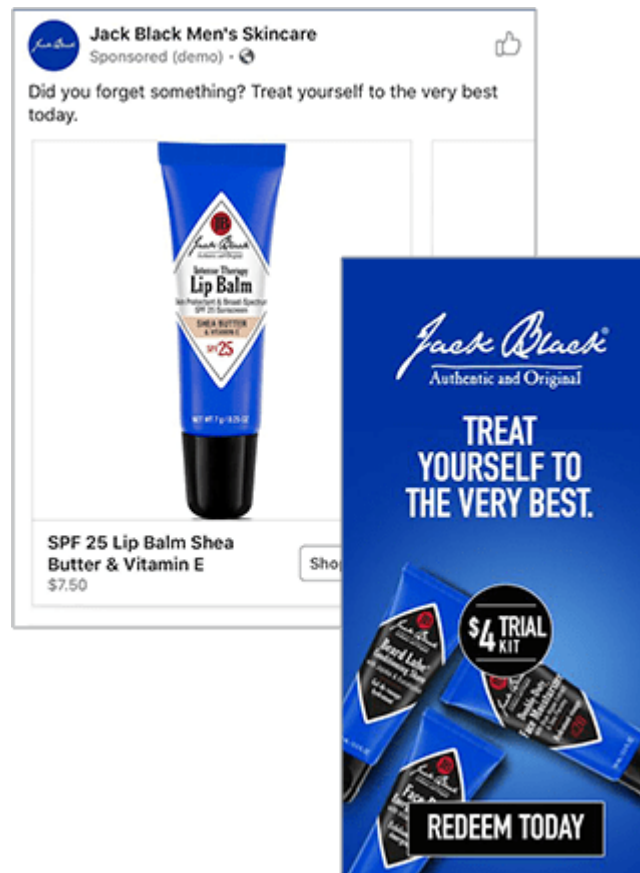
The brand moved to a much more robust programmatic ad platform, making great use of new prospecting and remarketing opportunities as well as specialized audience targeting.

Programmatic efforts were expanded to include incentive-type ads and non-brand searches in Google and Bing, driving new site traffic.

Programmatic retargeting aimed more general ads at current customers to keep Jack Black top of mind, while Facebook Dynamic Product Ads were utilized to deliver personalized ads based on products that browsers had previously viewed on the site.

Wpromote's experienced team also increased bids for audiences that had previously visited the site, creating top, middle and bottom-funnel audiences, Custom Audience and Lookalike Audiences, and creative social media messaging to drive loyalty and overall customer lifetime value.





## A Transformation Story

Within less than three  
met Jack Black's amb  
surpa

Combined, Google and Bing experie  
lift in brand conversions, both of w  
resulted in a massive 623% inc  
programmatic cam

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Consultant

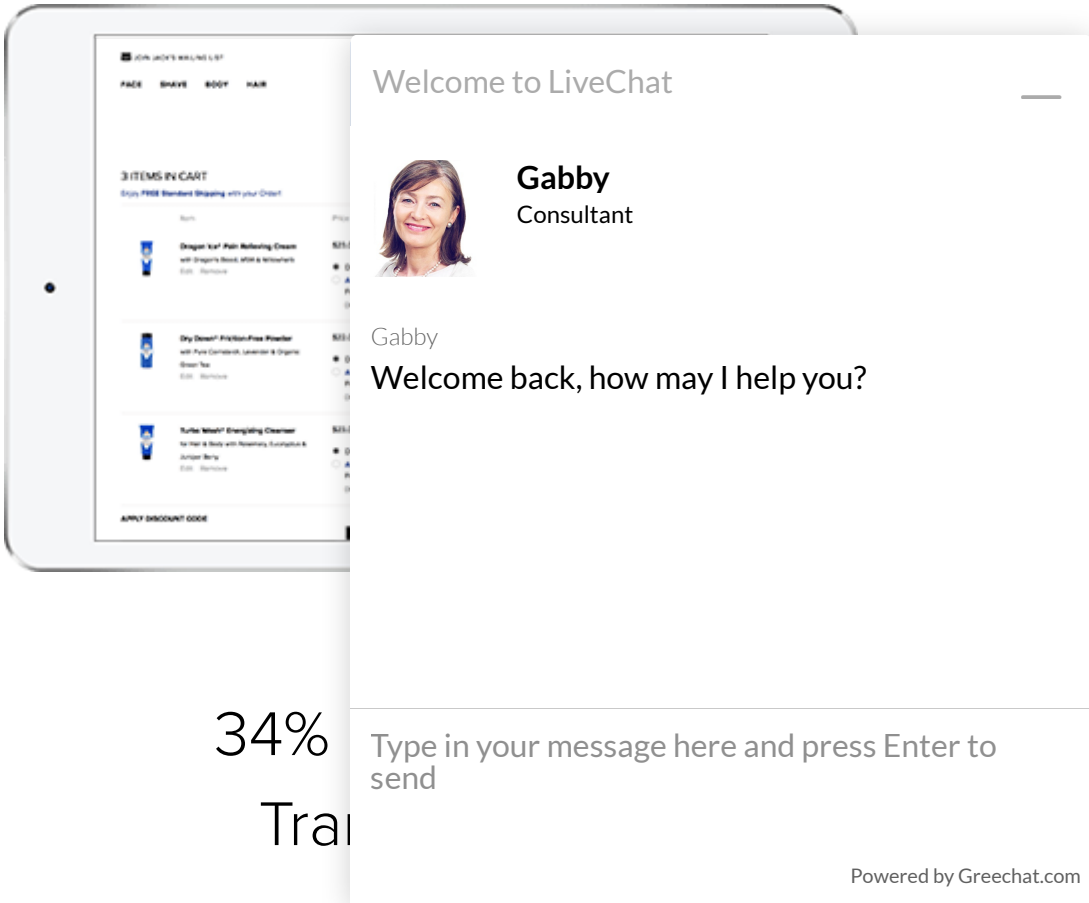
Gabby

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49% Increase In New  
Site Visitors



34%  
Tra



30% Increase In  
Overall Revenue

Google mens skincare

About 38,500,000 results (0.4

Did you mean: **men's**

**Jack Black® Skin Care**  
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Free Samples On Orders. Type

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**Gabby**  
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Gabby  
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54% Inc

Search

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