

For Burt's Bees, display ad retargeting creates a buzz

BURT'S BEES®

Deepening customer engagement and increasing return visits and sales

Overview

The need

Burt's Bees needed to acquire new customers, promote brand loyalty among existing customers and build a greater awareness of a diverse personal care product lineup.

The solution

Burt's Bees now serves targeted display ads, uses brand messaging in a non-invasive way, tracks results for continuous optimization and aligns with engagement efforts on social media networks.

The benefit

Burt's Bees experienced a 40 percent increase in visits by viewers of retargeting display ads, sizable gains in sales and average order value from return visitors, and rapid implementation with no costly and time-consuming retagging.

The Burt's Bees business has come a long way since its founding in an old, one-room Maine schoolhouse in 1984. Over more than a quarter-century, what began as two entrepreneurs selling beeswax candles has grown into a multimillion-dollar brand, offering more than 200 personal care products in nearly 35 countries.

Customer engagement and brand awareness is a key objective of the brand's e-commerce strategy. With its website and a robust Facebook page, the North Carolina-based Clorox subsidiary builds on its reputation as an environmentally conscious provider of natural lip balm, face care, body moisturizers, toothpaste, baby care products and more.

Loyal customers visit frequently to shop and take advantage of information on natural personal care, an ingredients glossary, an interactive product selector and more. Consumers read and post product reviews that are critical to driving both online and in-store sales, and engage with the Burt's Bees brand on Facebook, where the brand has about 750,000 fans and counting.

To broaden its base of loyal customers, the Burt's Bees team turned to display ad retargeting. They rely on the IBM® Coremetrics® AdTarget display ad retargeting solution and Coremetrics display ad partner Dotomi to serve up ads to visitors who browsed product-level pages and may have proceeded farther in the site, into the shopping cart phase.

A key goal is to prompt a return visit by casual browsers and acquire new customers, using brand-level display ads specific to the product category a visitor browsed, such as lip balm, skin care, baby care and toothpaste.



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Lynnette Montgomery
Director of Ecommerce and Digital Marketing
Burt’s Bees

Retargeting drives large gains in visits and sales

The strategy is working. In the months after retargeting began in the US, the Burt’s Bees business saw an impressive 40 percent increase in visits by display ad viewers. Among those return visits, the company recorded a sizable increase in sales and average order value, said Lynnette Montgomery, Director of Ecommerce and Digital Marketing at Burt’s Bees.

“From a brand standpoint, banner ad retargeting has been very successful for us,” Montgomery said. “We’re also very happy with its performance and overall return on investment. We’ve seen a lift in all of the key metrics, so now we are testing different offers and creative to continue to grow the program.”

Display ad retargeting is helping drive greater product awareness among occasional site visitors, including people who might have seen Burt’s Bees products in a large retail store but who aren’t familiar with the company’s extensive online product lineup and goods not typically stocked by retailers.

“Most consumers go online and do research prior to making a purchase. Since we know the customer was on the site and had interest in a specific product or product category, we want to remind them of Burt’s Bees in a non-invasive way,” Montgomery said. “Our ultimate goal is to educate and engage with the consumer and banner ad retargeting gives us another opportunity to do just that.”

Burt’s Bees’ selection of the IBM Coremetrics AdTarget and Dotomi solution was easy. Montgomery had worked with Dotomi in the past, and the brand uses IBM Coremetrics Web Analytics to measure and optimize its website performance. That meant that Burt’s Bees didn’t need to retag its site for retargeting, saving about two months of work and cost. The solution was up and running quickly with minimal investment of time and resources—a key objective for the company.

Solution Components

Software

- IBM Coremetrics AdTarget
- IBM Coremetrics Web Analytics
- IBM WebSphere

IBM Business Partner

- Dotomi
-

A single platform for website and marketing optimization

The Coremetrics solution aligns with Burt's Bees brand's use of IBM WebSphere® as its e-commerce engine, as well as a separate email trigger campaign, using brand-level messaging to site purchasers to drive them back to the site. With Coremetrics Web Analytics, the Burt's Bees business has a single platform to measure and optimize both website and online marketing performance.

“Ideally you want to have one view of the customer and be able to see all your marketing campaigns in one place to easily compare key metrics and determine which are performing the best,” Montgomery said. “With Coremetrics, we don't have to rely on different agencies to deliver campaign metrics. It's a great way to see what programs are driving traffic and sales.”

With the display ad retargeting program in full swing in the US, the Burt's Bees team is rolling out similar campaigns in the UK. It's also positioned to take advantage of Coremetrics flexibility to implement more promotionally oriented retargeting, with ads or personalized emails aimed specifically at cart abandoners.

“Retargeting via banner advertising is proving to be very successful,” Montgomery said. “I think it should be a strategy for everyone to test. It's becoming more mainstream and a staple for many e-commerce sites.”

For more information

To learn more about IBM Coremetrics, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/software/marketing-solutions



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