

INTERNET

Personalizing ads on a local level delivers results

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Saks mobile banner ad on the Weather Channel's app

By SARAH JONES

NEW YORK – Compared to a one-size-fits-all national advertising campaign, enabling individual markets to customize an effort for their customers gets better results, according to panelists at ad:tech New York 2014 on Nov. 5.

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Mining CRM data on a local level and prioritizing media bids based on client information and demographics can help a brand best spend its advertising budget. Above any other medium, digital presents the best opportunity to deliver a customized message to the right consumer.

"I would say that one of the biggest areas where we've been able to [localize a relevant message to consumers] and achieve that is digitally," said Jeffrey Lack, CMO at [Jiffy Lube](#).

"There's no better medium to take your story and make it hyper specific to a consumer than digitally," he said.

Localized approach

Jiffy Lube had a 100 percent franchise structure with a network of individual store owners, which sometimes competed against each other for business, creating bidding wars on

Google which drove up the cost of paid search.

Three and a half years ago, when Mr. Lack started at the company, Jiffy Lube would run a national pay per click campaign with a fixed budget, promoting a coupon for \$5 off. Once the amount of clicks had been reached, the offer would expire, leaving franchisees in later time zones, for instance in California, out of luck.

The chain worked with agency Sql to develop a platform and strategy for allowing each market to customize the offer to their own needs, for instance changing the amount of discount offered. The platform asks each market – for instance, the two franchisees in Houston together – to answer a couple of questions, and then generates a campaign for each of them.

Today, Jiffy Lube has gone from a single pay-per-click campaign to 900 different programs nationwide.

The effort has driven a 500 to 600 percent increase in results and is sending traffic to stores. It has also lowered the cost per acquisition.



Panelists, from left: April Wilson, Jeffrey Lack and Ernie Capobianco

More than 60 percent of the customers who redeem a coupon at Jiffy Lube are new to the company.

Reflecting the trend seen across industries, more than 60 percent of the traffic to Jiffy Lube's mobile site comes from mobile phones. Whereas radio and out of home advertising were the main channels to speak to consumers while in their vehicles, mobile now presents an opportunity to reach drivers when they are most likely to actually go make a purchase.

This has been a stepping stone to get store owners on the path to digital, when they may have been wary before.

There has also been a shift in Jiffy Lube's general digital strategy. The homepage is now dynamic, and shows consumers their closest locations and the relevant promotional

offer.



Many luxury brands have been updating their Web sites, including De Beers

Getting a brand to embrace digital on an organizational level takes baby steps.

"We're three-and-a-half years into our digital journey," Mr. Lack said. We've made some pretty good strides. But if I were starting new, it's really daunting to look at this elephant and say, 'How am I going to do all that?'

"I would say the most important thing you can do is pick a starting point and start small," he said. "You've got to start, and you have to find a partner that can help take you down this path."

Getting acquainted

Knowing key data points about a customer, such as the type of things she has bought from a brand before, can help present a targeted campaign.

For instance, luxury cosmetic brands need to focus on a customer-driven messaging strategy to see results, said a L'Oreal Luxe executive at Luxury FirstLook: Strategy 2014.

The luxury cosmetic consumer knows who she is and what she wants, so brands need to find ways to listen to their customers to find ways to reach them on an individual, personalized level. By using CRM in effective ways, brands can offer a higher level of service across channels ([see story](#)).

Looking beyond national media buys can help target consumers in a very relevant way.

Japanese skincare brand SK-II is aiming to increase awareness for its line of beauty products through a mobile banner advertisement on New York magazine's fashion blog The Cut.

The banner ad found above The Cut's navigation bar promotes a pop-up store initiative hosted by SK-II in New York. Promoting a local event series on a regional magazine's blog will increase exposure among consumers who will be able to stop by and experience SK-II's skincare first hand ([see story](#)).

"This shows what happens when you acknowledge who they are, and that you know where they are in the purchase funnel, and that you're talking with them and you have a relevant

message," said Ernie Capobianco, CEO of **Sq1**, New York.

"It's not because we're geniuses -- we like to think we're good at what we do -- but it's the personalization piece on the PPC, which is really powerful, and then ingesting your CRM data, which is even more powerful," he said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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