



Highest ROAS
over all eos
ad campaigns

Using only 4.1%
of ad budget

Driving 42.5%
of total purchases

Manifesting Historic ROAS for eos with Persona-inspired Content Marketing



About eos

eos is a beauty and skincare company that uses playful design, sustainable ingredients, and delicious flavors to deliver products that feel like a treat for their consumers.

Problem

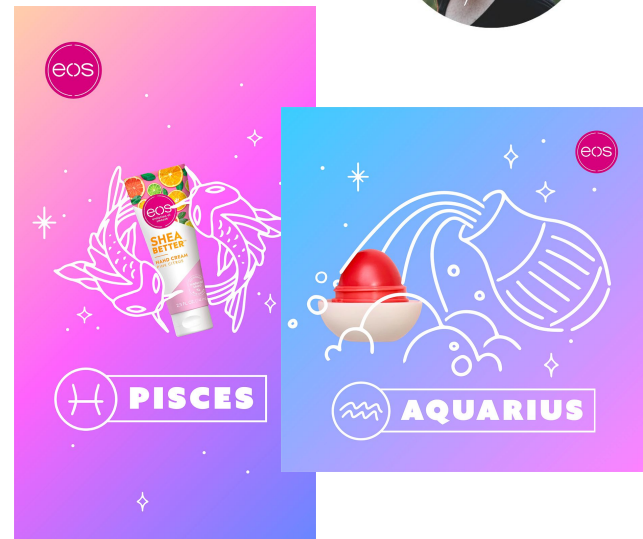
eos is a highly creative brand with fun content, but when they came to 97th Floor they weren't leveraging their audience to maximize website conversions. eos needed real customer personas, a well-defined buyer journey, and an massive increase in awareness.

Strategy

Using a series of tools and customer data analytics, 97th Floor built five eos consumer personas. Each persona included personality traits, concerns, risks, influences, an analysis of the buyer's current status with eos, and solutions for improvement. This in-depth analysis led to a full-funnel strategy, including launching on new platforms. Our research also inspired us to craft persona-focused messaging. For example, our discovery that certain personas were interested in astrology led to an entire zodiac signs campaign and targeting based on birth month.

Results

When first launched, we only spent 4.1% of our Facebook budget on Zodiac ads. Despite that, 42.5% of eos' total purchases came through Facebook during that time. These ads drove action with the highest volume of purchases and the highest historic ROAS. They encouraged engagement with 22.9% of our Facebook comments and 10.1% of our Facebook shares. Due to high performance, we allocated more budget for these ads.



Learn how 97th Floor can help
you achieve unprecedented growth.

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