

## CASE STUDY

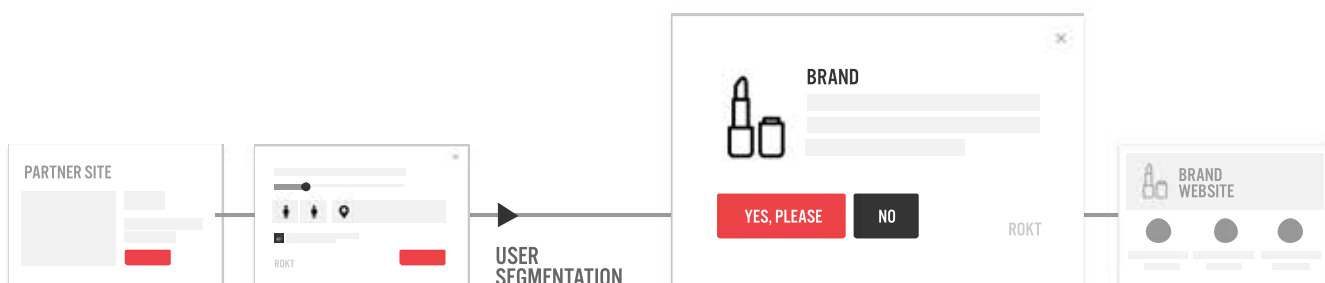
## BEAUTY SUBSCRIPTION BRAND USES ROKT TO GENERATE NEW CUSTOMER SALES AND DRIVE REFERRAL TO THEIR WEBSITE.

**BEAUTY**  
Case Sector

**30,000**  
New Subscribers

**↑10%**  
Conversion Rate

## ROKT EXECUTION



ROKT seamlessly integrated client creative at the post transactional steps on our premium partner site. The ad was able to sign up new members directly from ROKT platform attracting targeted new customers. Once customer data was captured, a new window was opened to drive them to the beauty subscription site.

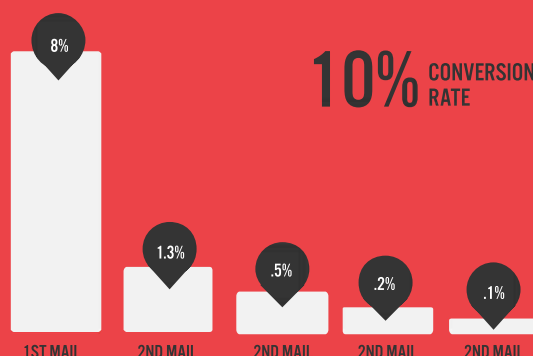
ROKT's two solution platform opened a new window to drive them to beauty site while triggering a personal e-mail with a customized link and messaging to begin nurturing at the top of the funnel opened to drive them to the beauty site.

## RESULTS

**30,000** NEW  
SUBSCRIBERS

- METROPOLITAN AREAS
- 25 - 34 AGE RANGE
- 57% FEMALE CONVERSION
- 43% MALE CONVERSION

**6%**  
REFERRAL  
RATE



“ROKT has been a game changer for our growing business. Their campaign allows us to adjust our targeting, control our results and maximize our ROI.”

Brand Marketing Manager