Beauty brand acquires 30K subscribers using Rokt platform

THE OPPORTUNITY

A beauty subscription brand sought to generate new customer sales and drive referrals to its website.

ROKT SOLUTIONS

Rokt seamlessly integrated client creative at the post transactional steps on our premium partner sites. The ad prompted new members to sign up directly from the Rokt platform, attracting targeted new customers. Once customers' data was captured, a new window opened, driving consumers to the beauty subscription site.

THE RESULTS

6%
Referral Rate

30K
New Subscribers

10%
Conversion 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