



## CASE STUDY

# Finding the data diamonds in the rough – Diamond Whites



## Working in a white-out

Diamond Whites are Europe's leading invisible aligner and teeth whitening brand, but they were operating blind – when it came to ad spend anyway.

Despite a large ad spend each month, Diamond Whites had no idea how that spend was performing, so they didn't know how to best allocate their budget. They did know, however, that referrals, user-generated social content and positive reviews generated brand engagement and advocacy.

## Mining the data

Targeting all channels and all locations wasn't working.

We knew the solution was to find specific, real-world areas to advertise to. By partnering with Herdify, we were able to use their behavioural insights to direct ad spend more efficiently. We focussed on the areas with a correlation between channel, location and spend that were best suited to Diamond Whites' budget. That meant they were able to plan their resources more efficiently and deploy their marketing budget in the right places.

## The dazzling results

By targeting those who had already been exposed to the brand through word-of-mouth, Diamond Whites could stop the guesswork.

- **56% of sales** came from areas we highlighted (which equated to less than 5% of ad spend)
- It was **95% cheaper** to acquire new customers in those recommended areas

