

CASE STUDY

Kenshoo Creative Manager Drives Beautiful Results for Walgreens Soap & Glory

BACKGROUND

Walgreens is one of the largest drugstore chains in the U.S., with more than 8,000 stores in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Walgreens’ mission is to be America’s most-loved pharmacy-led health, well-being and beauty retailer. Its purpose is to champion everyone’s right to be happy and healthy.

CHALLENGE

As a sophisticated marketer, Walgreens invests heavily in a range of digital marketing tactics to connect with their shoppers when and where it makes sense. When it came time to drive awareness and clicks for Soap & Glory, one of their bath and body brands, they turned to **Kenshoo** to deliver.

Key to Soap & Glory’s success is the brand promise of indulgent beauty products that give consumers the best bang for their beauty budget. They knew they needed to find their **precise audience** and also breakthrough with **unique and engaging creative** that effectively conveyed the brand’s differentiation.

SOLUTION

To reach their precise audience, they targeted women 18-45 on Facebook and Instagram using 3rd party interest data (beauty, makeup, and skincare) and 1st party data (high-value beauty customers) to promote specific holiday promotions with unique creative.

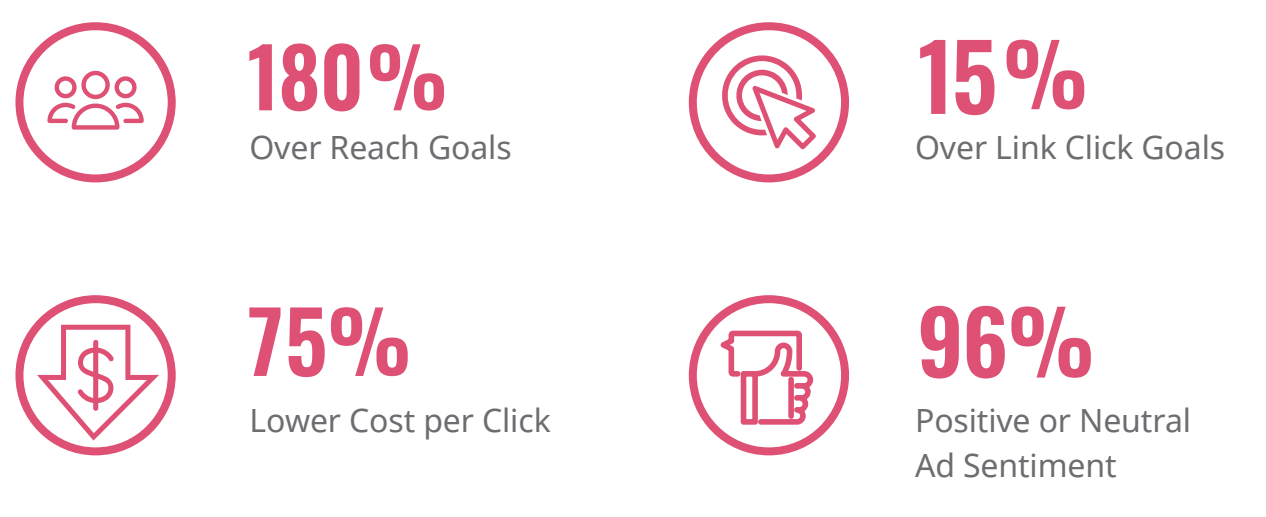
They used Kenshoo’s Creative Manager to organize, upload and manage all creative assets efficiently – cutting down on time spent on campaign creation.

This more streamlined process made testing various creative much easier and ensured that the Walgreen’s team was maximizing results.

“Creative Manager simplified creative management for Soap & Glory, saving time and allowing our team to focus on the more strategic aspects of campaign management.”

- Brooke McKay, Digital & Marketing, Walgreen’s

RESULTS



All of these results were aided by the time savings generated by **Creative Manager** which enabled them to spend less time on the tactical components of creative management and more time on strategic program updates.