

How Shiseido used machine learning and Analytics 360 audiences to scale their marketing



Shiseido is an iconic beauty company specializing in skin care, hair care, cosmetics and fragrances. Based in Tokyo, Japan, the group operates in approximately 120 countries and regions around the world.

CHALLENGE

Optimizing display campaigns thanks to customer insights

As a leader in the industry, Shiseido and its DCOE - Digital Center of Excellence is always looking to improve their marketing strategy with a focus on customer centricity.

Shiseido wanted a solution that could champion the effectiveness of the native integrations within Google Marketing Platform to improve the performance of their marketing campaigns. Shiseido realized that only a few audiences were being created within Analytics 360 and there was a big opportunity for them to use their analytics data in their media.

SOLUTION

Using Quality Score metrics to target the right audiences

The goal for Shiseido and their Google Marketing Platform Partner fifty-five, was to better use their customer insights to optimize their display campaigns. They had a goal to increase audience engagement for those campaigns by at least 10%.

Working closely with their Regional Media team, it was decided to use the Session Quality Score metric in Analytics 360 to create various audiences based on their likelihood to convert.

Then, they shared these audiences to Display & Video 360 online and offline paths.

PARTNERING WITH FIFTY-FIVE

A global digital analytics partner providing a neutral view

fifty-five's expertise in providing media-neutral measurement and activation services across Google media was key in developing this strategy with Shiseido. As Shiseido's global digital analytics partner, 55 was able to evaluate Shiseido's current Display & Video 360 campaign set up and their Analytics 360 audiences in order to provide recommendations and monitoring from a neutral view.

RESULTS

Shiseido plans to extend this successful program to other Shiseido brands globally

In order to evaluate performance and measure uplift from Shiseido's Display & Video 360 campaigns, 55 randomized control testing and compared Floodlight segment performance. There was a 20% increase in engagement rates for the segments with Analytics 360 audiences. Due to the positive results, Shiseido plans to extend this program to other Shiseido brands globally.

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Leveraging native audience integrations in Analytics 360 allowed us to showcase the key benefits of a connected Media and Analytics ecosystem.

Amit Naik
Global Head of Analytics at Shiseido

+20%

increase in engagement rates