

# RadiumOne Delivers a Holiday Bonanza for Boots



## Background

### The UK's leading pharmacy-led health and beauty retailer

With over 2,500 stores ranging from local community pharmacies to large destination health and beauty stores, Boots is the UK's leading pharmacy-led health and beauty retailer. Boots UK is part of the Retail Pharmacy International Division of Walgreens Boots Alliance, Inc, the first global pharmacy-led health and wellbeing enterprise.

## Objective

### Drive sales during the holiday shopping season

Boots' goal was to get in front of gift givers during the holiday shopping season to promote its wide variety of gifting options. Competing against both brick-and-mortar and e-commerce retailers, the company sought to increase sales and attract new high-value customers while generating a positive return on its digital investment.

## Solution

### 1 Identify high-value "Holiday Sharers"

In-depth data analysis of both web and app data collected from RadiumOne's Mobile & Sharing Analytics tools revealed that Boots' high-value targets were extremely active in sharing holiday content such as photos, videos and wish lists via apps, websites, social, email, IM and other channels.

### 2 Predict the marketing moves that made the most impact

RadiumOne then used its predictive algorithms to identify high-value targets who held the same interests and intent as these Holiday Sharers, expanding Boots' reach to more than 10 million qualified prospects.

### 3 Activate and optimize to maximize boots' reach

RadiumOne's data-driven approach enabled Boots to target these high-value prospects using an array of ad types in real-time across 3rd party mobile apps and websites sites, even if they had shared content on social channels. During the length of the campaign, RadiumOne's operations team made more than 35 mid-flight adjustments to optimize the campaign's budget, creative, banner placement and overall performance.

## Results



**10X Return  
On Investment**



**50% of Conversions from 15% of  
Impressions Through Sharing Analytics**



**CPA was 12.3X Better Than  
Average from Social Channels**