

USN Sale Surge with Flow Audiences

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When USN (Ultimate Sports Nutrition), a leading sports nutrition brand, decided to level up their online sales and engagement, they knew they needed a fresh approach. Their goal? Get more out of their digital marketing campaigns and see better returns on investment (ROI).

USN previously squashed their audience segmentation challenges by using Flow audiences in their campaigns leading up to Black Friday. They saw an increase in conversions, click-through rates and a significantly reduced cost-per-click and cost-per-sale. With this newfound advantage in audience targeting, the start of Black Friday 2024 looked very promising.

Black Friday and the Festive Season Bun Fights

Black Friday and the festive season bring brands massive sales opportunities but also significant challenges for digital marketers. Competition is fierce and traditional targeting methods fall short, relying solely on broad demographics or past behaviours.

This often leads to wasted ad spend and lower conversions paired with unpredictable consumer behaviour. While many shoppers are ready to buy, others are bombarded with offers, making it harder to capture their attention with traditional advertising.

Flow's first-party data audience targeting gave USN an immediate, competitive advantage leading up to Black Friday and the shopping season – helping them cut through the noise and reach high-intent shoppers ready to purchase. By using hyper-targeted, first-party data audiences, USN's approach ensured they avoided the pitfalls of standard targeting methods like ad fatigue, audience saturation, and budget constraints. Because let's be honest—wasting ad spend is like skipping leg day. You'll feel the pain later.

Keep reading to find out how they rocked Black Friday...

Here Comes the Surge

USN was able to create a bespoke and hyper-targeted audience segment perfectly tailored to their marketing goals. With the power of first-party data, they were able to reach high-intent users actively searching for sports supplements and ready to purchase. This meant USN's campaigns delivered precise messaging to the right people at the right time.

Even in a fiercely competitive shopping period, USN saw game-changing results. With a combination of Flow's audiences including **Hellopeter** (https://content.flowliving.com/calculator/) and **DigsConnect** (https://content.flowliving.com/calculator/), they achieved an astounding **580x ROAS** and a **3.6x increase in conversions**. USN's average order value (a key e-commerce metric) reached new highs—all while expanding their customer base

Results That Speak Volumes

This campaign is proof of what first-party data can do when used correctly. By focusing on hyper-targeted strategies, USN not only improved its campaign performance but also outshone its traditional methods.

“We're delighted with the results. By integrating Flow's audience targeting, we were able to achieve superior performance in both conversions and engagement.” Graham Ford, USN, Paid Media Specialist

Ready To Transform Your Campaigns?

Unlock your competitive advantage today with Flow's hyper-targeted, first-party data audiences. Get in touch to discover how we can help you connect with your ideal audience and take your campaigns to the next level.

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