



# Case Study

## Overview

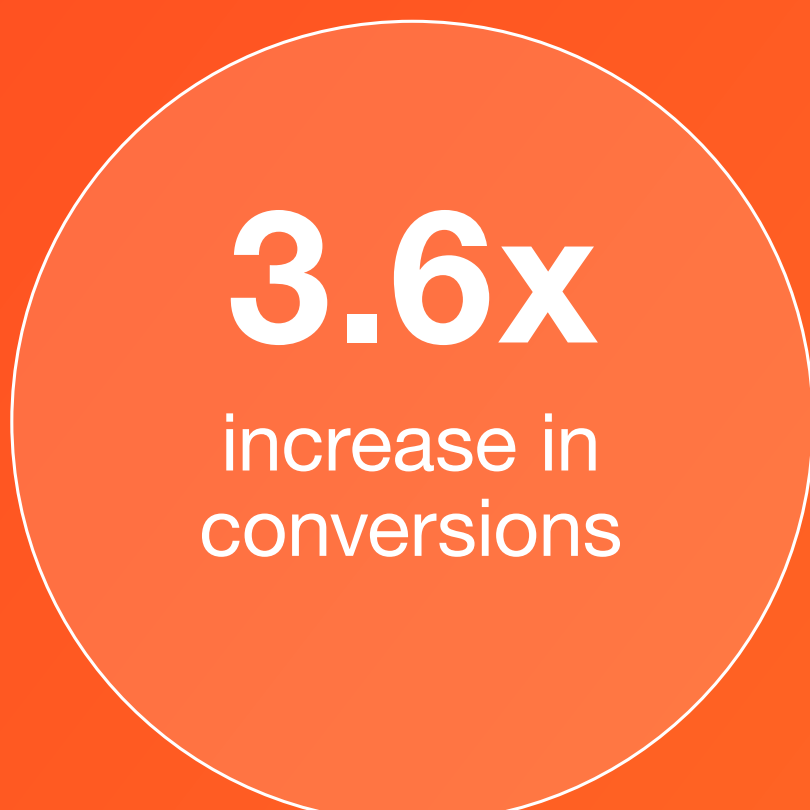
USN, a leading sports nutrition brand, aimed to increase online purchases and drive better engagement through their digital marketing campaigns. They sought a **more targeted approach** to improve their return on investment (ROI) and overall campaign performance.

## Challenge

Despite its strong brand presence, USN faced challenges with audience segmentation and targeting in its campaigns. Their internal audience data was not driving the level of engagement or purchases expected, leading them to explore more refined audience solutions.

## Results

USN's campaign using Flow audiences **significantly outperformed** the broader USN audiences with **increased engagement metrics across the board.**



Reduced cost-per-click and cost-per-purchase

## Solution

Flow provided a custom audience solution using **hyper-targeted first-party data** to attract specific high-converting and consumer segments. Flow's audience suite allowed the brand to reach **relevant, high-intent users** through targeted messaging on digital platforms.

**USN achieved outstanding campaign outcomes and generated a higher volume of sales and overall revenue.** Their performance demonstrates the power of first-party data-driven strategies to deliver meaningful results that outperform traditional audience segments.

## Audiences used



High-intent home buyers and renters

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Consumers looking at reviews, comparisons and insights before making a purchase

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Students and young adults who have successfully been placed in student accommodation

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## “Superior performance in both conversions and engagement.”

“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** | Paid Media Specialist



See how you can gain a **competitive advantage** for your business and tap into **exclusive, high-intent audiences** through the Flow Data Marketplace

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