



### Skincare Client

We are excited to share the results and key insights from our recent project with a renowned Skincare client in the UK market. During this pilot, Portal effectively tracked performance across three major retailers: SuperDrug & Boots. The data revealed significant trends in consumer behavior, highlighted growth opportunities, and provided actionable insights for both the brand and its advertising agency. Skincare client demonstrated remarkable traction in brand visibility via 'Add To Basket Value' and share of basket percentages. These findings underscore the capabilities of the Portal platform and its potential to enhance marketing effectiveness, providing a solid foundation for scaling digital initiatives across broader markets.

#### Client challenge

#### Primary

The lack of data feedback from retailers hindered the brand's ability to assess advertising channel performance, potentially resulting in low-quality traffic being directed to retailer sites.

#### Client challenge

#### Secondary

The lack of data exchange between the retailer's website and the client's advertising platforms left the entire ad budget unoptimised and unable to utilise smart bidding algorithms.

## Portal Delivered Solution

Portal's cutting-edge analytics solution enabled the Skincare Client to capture real-time session data for both paid and organic media campaigns. Tailored to address the challenge of limited analytics on third-party URLs, Portal allowed the Skincare Client to seamlessly acquire anonymous session-level data from external sites, providing valuable insights for comprehensive analysis. **Metrics included;**

Average Session Duration

Bounce Rate by UTM

Add To Baskets

Add to Basket Value

Conversions

Automatic Optimisation enabled via Ad Platform Conversion Pixel Implementation

Retailer Environments Tracked



Superdrug ☆

#### Additional Insights Obtained

Best Performing Retailer



Superdrug ☆

Add To Basket Value & Conversions

Percentage of Brand Products in Basket



89% +

Audience Targeting is Accurate

#### Recommendations for Optimisation

High bounce rates across programmatic display, Meta & Tik Tok have resulted in lower Add To Basket's & Conversions being observed. Our optimisation recommendations are as follows:

Enhance UTM tracking for **Display activity**. Include 'Source / Medium / Campaign', enabling granular optimisations & budget reallocations.

#### Creative

Test creative with 1 x product featured OR trial carousel formats with individual Click URLs.

#### Landing Page

In the consideration and conversion phases, drive customers directly to the retailer's product page, shortening the purchase path and inspiring more lower-funnel conversion behavior.

#### Audience Targeting

Enable conversion pixel retargeting in platform for each traffic source. E.g. retarget consideration phase consumers who 'add to basket' with conversion stage creative.

#### Partnership Continuation

After the successful pilot project, Skincare Client chose to expand Portal's services across their broader brand portfolio and additional retailer analytics portals for over 12 months.