

SUCCESS STORY

How did Maybelline New York Boost Budget Efficiency and Cut Cost per Ad Recall by 71% with Adin.Ai?

- Industry: Beauty
- Channels: Digital
- Solution: Adin.Ai Enterprise
- Dates: Q2 2024
- Objective: Awareness (Max. Reach & Ad Recall)



Smart Optimization

▼ 40%

Cost savings have seen an impressive 40%, directly attributable to Adin.Ai's Smart Optimization feature.

Cost Efficiency

▲ 3%

Increase in Ad Recall vs Benchmark, relative to the average of all previous campaigns not managed by Adin.Ai

▼ 67%

There was a 67% reduction in Cost per Reach, demonstrating Adin.Ai's ability to efficiently reach the target audience.

▼ 71%

reduction in Cost per Ad Recall (People) was achieved compared to the company's average.

Campaign Executive Summary

Maybelline New York aimed to enhance brand awareness and ad recall through a sophisticated digital advertising campaign. Utilizing Adin.Ai's Enterprise solution, the brand achieved significant improvements in key metrics. With Adin.Ai's smart optimization tools, Maybelline New York saw a 67% reduction in cost per reach, a 71% decrease in cost per ad recall, and a 3% increase in ad recall rates compared to previous benchmarks. Additionally, the campaign achieved 40% cost savings in just 2 days. This collaboration highlighted Adin.Ai's ability to deliver efficient, effective, and superior results, reinforcing its position as a leader in digital advertising technology.



As the Digital Project Manager for Maybelline, I'm always looking for innovative ways to elevate our campaigns and connect with our target audience more effectively. Our collaboration with Adin.ai on the recent Superlock Brow Glue campaign was a game-changer. Their AI-powered platform streamlined our entire media planning and execution process. Their platform's ability to analyze real-time data across multiple channels allowed us to adapt our media spend dynamically, ensuring cost efficiency in both cost per reach and ad recall. We will continue to leverage Adin.ai's unique technology to optimize our campaigns and reach the best audiences for our products.

Pınar Subaşı / Digital Project Manager

About Adin.Ai

Adin.ai, the AI-Native Omnichannel Media Planning & Execution Platform for enterprises, is committed to disrupting the advertising industry with its vision to become the universal home screen for every advertiser worldwide. The tech company offers an AI-native B2B SaaS suite to maximize advertising return while minimizing time and costs. This innovative platform empowers advertisers to achieve unprecedented efficiency and effectiveness in cross-channel digital marketing campaigns. Adin.Ai also ranked high in the "Fast Company Most Innovative Companies" list in its first year and was defined as an excellent technology architecture by AWS.

About Maybelline Newyork

Maybelline New York is the world's leading cosmetic brand, renowned for setting trends in the beauty industry. Known for its innovative products and cutting-edge marketing strategies, Maybelline continuously evolves to meet the needs of its diverse global audience. As part of the L'Oréal Group, the brand leverages extensive research and development to deliver high-quality, affordable cosmetics that empower individuals to express their unique beauty.

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