

# A cleaner planet starts with loyalty: how ShampooBars drives change by leveraging Customer Lifetime Value

## Identification of various target groups

There was a close look at who the target groups are (existing/new), where they are (e.g. on a platform like Ecosia), and how we reach them (new target group via Shorts, Performance Max prospecting/existing customers via Google Ads & Marketing automation).

## Zero measurement Customer Lifetime Value analysis

Zero measurement done in early 2023 of current Customer Lifetime Value (CLV)

## Upper-funnel deployment of YouTube Shorts

User-generated content was deployed per hair type and specifically targeted to the audience who did searches related to these hair types.

## Low-funnel activation through Google Ads & Marketing Automation

By using First Party data via the CDP Klavyio, we were able to run highly personalized email campaigns. In addition, these segments were deployed within Google Ads.

## Hair quiz

Having people who have not yet purchased fill out a hair quiz to arrive at the correct product (guided selling) where they could leave their email address for a 10% discount. We used this data for the campaigns to show more relevant content.



Thanks to a thoughtful full-funnel multi-channel strategy based on collected data, we saw our fan base grow and the number of repeat purchases increase. A great step in our journey to a plastic-free planet.

Shampoo Bars



## Results

**-600.000**

Reduction of plastic bottles.

**+17.5%**

Growth in Customer Lifetime Value (CLV).

**+116%**

Increased in revenue.

**57%**

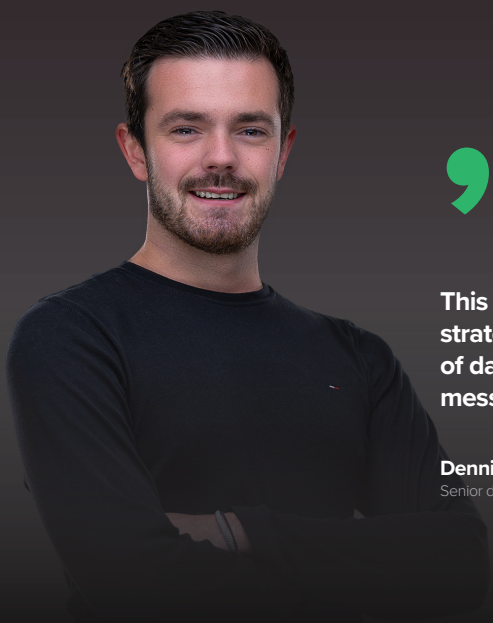
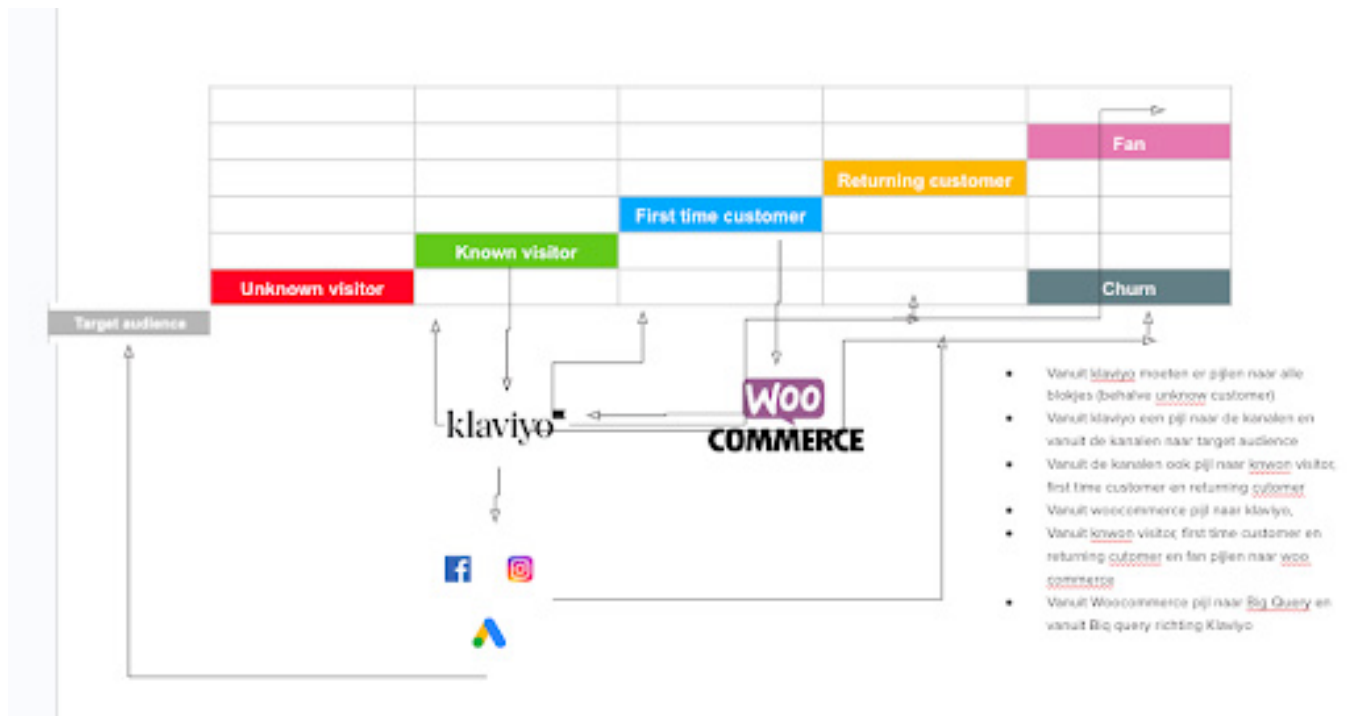
Increase in Google & Microsoft Ads conversion rates.

**40%**

View rate of YouTube Shorts.



# ChatGPT Process



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This case is unique because we measure this full-funnel multi-channel strategy against Customer Lifetime Value (CLV) and we maximize the use of data to reach the target audience at the right time with the most relevant message for a more sustainable world.

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