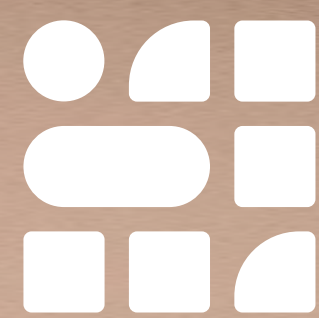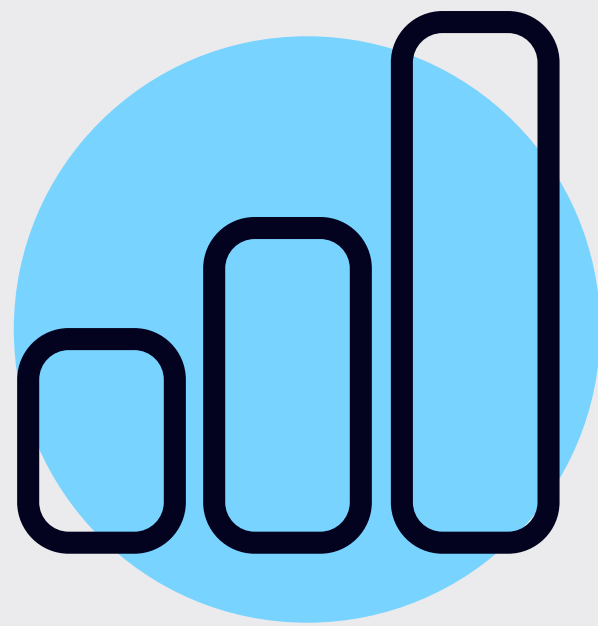# Nappies unpacked:

A brand case study

unpacked
by flybuys

Getting more bubs to make the switch.

$100k+
Sales uplift

500%
ROI

2x
More likely
to buy

The nappy game in Australia is dominated by one big player. So for our partner to increase their market share, they had to go head-to-head with number one.
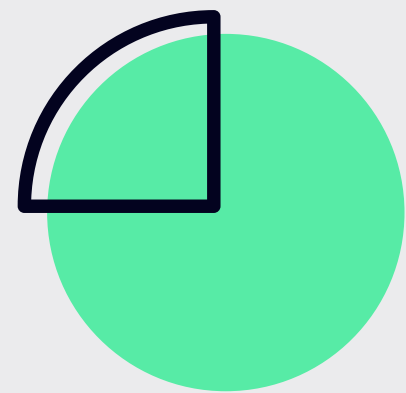
But with both brands targeting the same mums & dads, they couldn't compete on creative alone. They had to be strategic with their media spend, reaching out to parents who were more likely to make the switch.

Enter, **Unpacked by Flybuys.**

![audiences unpacked logo]

audiences
unpacked
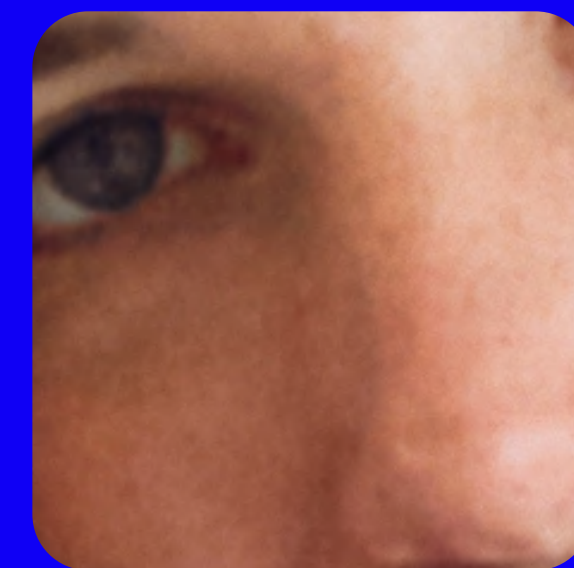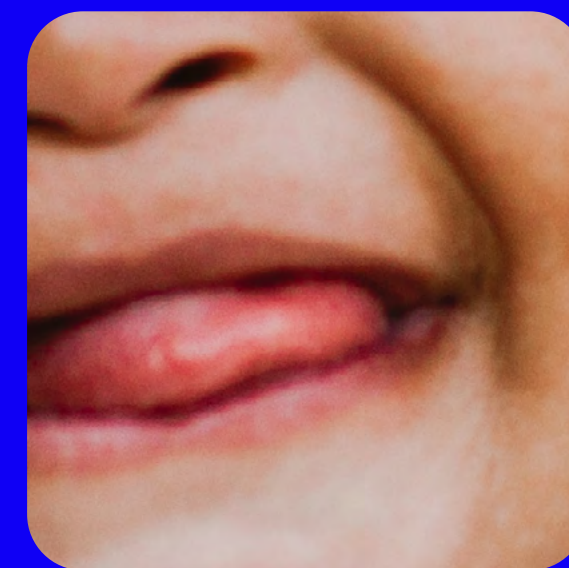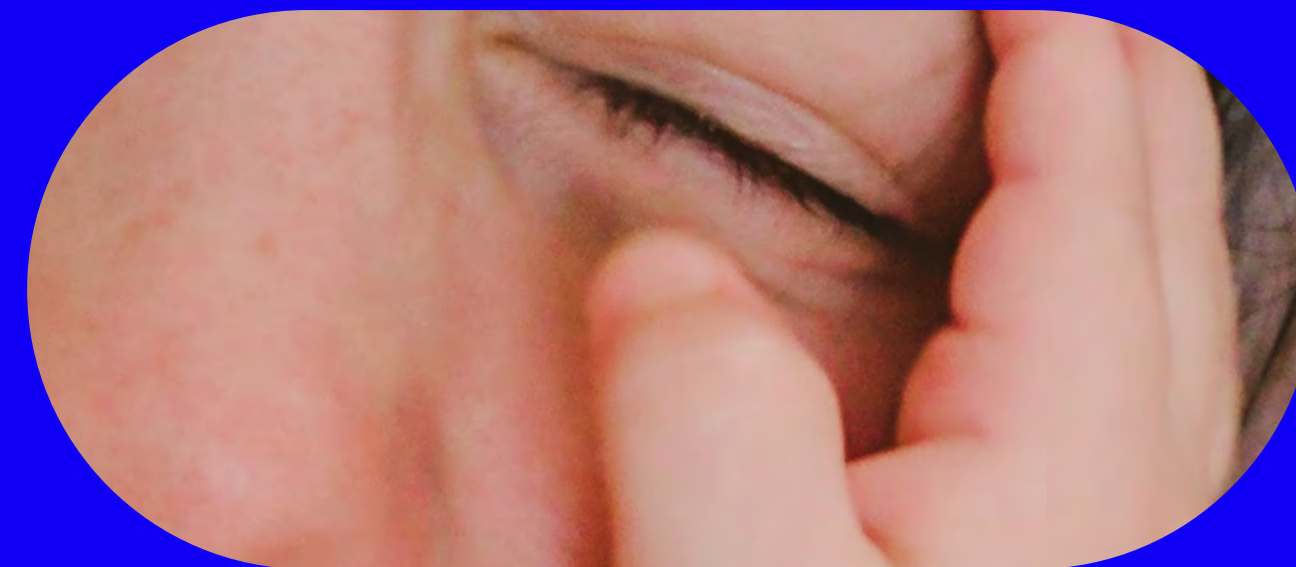
Reaching mums & dads at the right time.

To unpack the ideal audience for this brand, **we used a mix of transactional and life stage segments.**

Whether parents were buying formula from Coles we knew they were in the market for nappies.

marketing unpacked

Finding shoppers on the fence.

Before and during the campaign, we could pinpoint shoppers who were most likely to switch over from the #1 brand.

This meant less media wasted on parents who were loyal to the market leader. Once we were reaching the right mums & dads, our targeting became more efficient, making the campaign banner ads more effective.

results
unpacked

So, did they sell more nappies?

You bet. By closing the loop between their sales uplift and media spend, **we could measure how effective our partner's ads had been for each audience.**
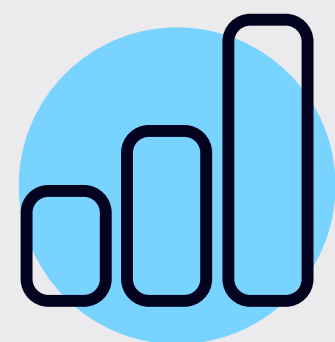
$100k+
Incremental sales of $100,100 over the campaign period

500%
return on investment

Parents who saw the campaign were **twice as likely to buy**

Unpacking future audiences.

Once we'd helped our partner find their audience sweet spot, they could make sure this success wasn't a one-off.

The next time they ran a similar campaign, they'd be able to:

- Re-engage their new customers,
- See who their most loyal customers were and cross-promote new products to them,
- See the lifetime value of their customers through repeat purchase behaviours,
- And effectively judge their market share, compared with their competitors.

Thanks to Unpacked by Flybuys, our partner can keep measuring their impact and improving their ROI with every campaign.

unpacked
by flybuys