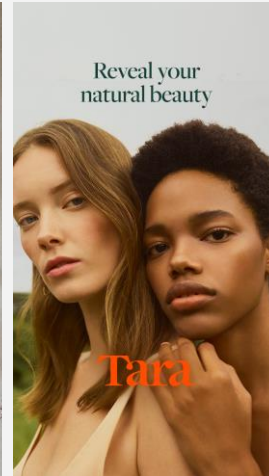




## About Tara

Tara is a beauty company, with global operations across 7 markets. Tara occupies a special niche in hair and skin care where the best of nature, modern science and time-tested heritage meet.  
[www.taraformula.com](http://www.taraformula.com)

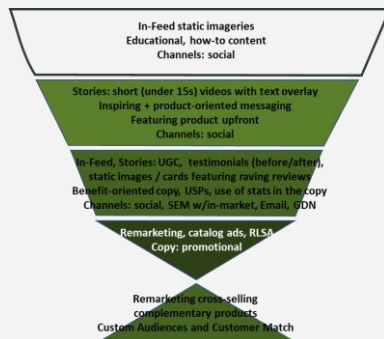




## The Challenge

Launching a new product on a new market is never an easy task even for heavy-weight brands (remember Amazon Fire?).

Tara Formula partnered with Transcend Digital to build a strategy to disrupt the beauty category in the US. Tara tasked Transcend Digital to develop an encompassing go-to-market plan and execute on it, driving sales at efficient ROAS



## Our Solution

Transcend Digital deployed a CRM solution and integrated it with marketing platforms to create cohesive and relevant experiences to the customers. The team developed and launched an integrated omni-channel marketing campaign:

- Identified buyer personas and their needs, defined targeting segments, informed creative and messaging with data-driven insights
- Launched a cross-channel campaign to generate brand awareness and build interest among prospects
- Implemented remarketing strategy to drive consideration by promoting unique seller proposition points and product benefits
- Efficiently captured high-intent shoppers with dynamic, catalog campaigns

CMS

CRM

Email

SEM & Shopping



## The Results

### 12x Growth YOY

Omni-channel marketing strategy planning & execution driving explosive growth across targeted markets

### DISPLAY

-Sales **20x** ↑

### SOCIAL

-Sales **30%** ↑

-CTR **25%** ↑

-Conversion Rate **42%** ↑

-CPC **20%** ↓