

dish media

INCREASES SALES WITH A BROAD-BASED DEMO APPROACH

for a beauty retail brand

Target: Females 18-49

Campaign Flight: 3 weeks

Goal Frequency: 13 ads (avg. 4 per week)

 ABCS Insights

dish + sling

Exposed vs. Control

Sales **+16%**

Basket Size **+6%**

Sales Penetration **+8%**

Attributable ROAS **\$7.04**
Return on Ad Spend