

### Case Study

# bareMinerals boosted ROAS using Cart Growth Marketing's real- time optimization



## The company

Founded in 1995 by Leslie Blodgett, bareMinerals is the cosmetics brand spinoff of Bare Escentuals. The brand launched its “clean beauty revolution” using environmentally friendly, cruelty-free makeup and skincare that doesn’t skimp on quality. Today, the brand is owned by Tokyo-based cosmetics company Shiseido and is an internationally popular line of natural mineral and botanical extract products.

## The challenge

As a retail brand with a multi-channel presence aimed at driving ecommerce performance, bareMinerals wanted to ensure it was getting the most out of advertising spend. With plenty of visual, consumer-focused content across social media, the brand needed to:

- Find a way to leverage its ongoing presence to further ad dollars
- Generate higher engagement and overall sales conversion
- Disparate data with conflicting ROAS across the omnichannel environment

## The solution

With guidance and expertise from the Cart Growth Marketing team and Cart Data Science Solutions, bareMinerals implemented a real-time content and ad optimization strategy that pushed media dollars to work even harder in order to drive results.



Used analytics to optimize active, in-flight material quickly and precisely, ramping up brand media efficiency



Leveraged channel-specific tactics, such as rotating in tips on Instagram content to drive engagement and site sessions



Informed the brand about customer behavior and grew the cookie pool

## The result

The Cart Growth Marketing-powered optimization strategy excelled at boosting ROAS for bareMinerals, attracting user attention at a significantly higher rate and driving customers directly to the brand site with longer individual site sessions. High-value content, like targeted videos, resulted in:



A huge bump in overall views



A more active and engaged audience for the ads



Content that helped the brand achieve new levels of marketing ROI in comparison to previous social campaigns

“bareMinerals is a brand that listens to women, and we bring their insights to life through the products we create. It’s not about telling them how to be. Our approach is unique; it’s about the girlfriend style and creating a community that women can feel a part of.”

**-Leslie Blodgett**  
Founder of bareMinerals



## The numbers

**2**

million users reached

**15,000+**

site clicks

Site sessions increased at

**1/5**

the cost

**5X**

increase in ROI

**5X**

increase in video views –  
beauty and fashion target

Create powerful omnichannel campaigns for  
ecommerce success with Cart Growth Marketing.

[Learn  
more](#)