How Albert works
RedBalloon case study

CHALLENGES

- Massive brand awareness, but ever-reducing consideration
- Skyrocketing cost of customer acquisition - from 5 cents to almost $50
- Hunger for a tech solution to make better investment decisions autonomously and efficiently
- Difficulty connecting the brand emotionally with customers.
- Getting lost in attribution, pulling the SEM lever over and over again, talking to the same audiences, and creating the same campaigns with diminishing returns.
RedBalloon case study

**SOLUTION**

- A data and insights-led approach to digital marketing
  - Large rapid scale multi-variant testing of creative to find the most effective messaging
  - New audience discovery by processing customer interactions and transaction history

- All while autonomously analysing and revising these decisions daily based on changing customer behaviors and patterns
RedBalloon case study

RESULTS

25%
Reduction in cost of customer acquisition

751%
Reduction in total cross-channel costs conversions

40%
Increase in Facebook conversions