

# Beauty Breaks the Sound Barrier to Drive Holiday Sales

**9pt**increase in intent  
for ads aimed at  
Hispanic audiences**7pt**increase in intent  
for ads aimed at  
African American  
audiences

## Objective

Visual-centric brands have historically let sound take a backseat in their advertising efforts. But with podcast listeners growing 40% in the past three years and audio-first apps like TikTok taking the world by storm, Ulta Beauty, the largest beauty retailer in the US, knew investing in audio advertising would be the only sound decision.

Through a recent campaign, Ulta Beauty aspired to drive in-store traffic and reach during the 2019 holiday season, especially among Black and Hispanic demographics.

## Approach

Ulta Beauty partnered with Pandora's advertising arm, **Pandora For Brands**, to leverage its unique, hyper-personalized **Dynamic Audio** technology. The technology can serve ads to listeners by time, place, day, and even message depending on the listeners' needs. This ranges from providing the nearest store's curbside pickup options to sharing mask reminders when they are required for in-store shopping. Ulta Beauty also added multicultural preferences to its target audience to reach the growing Black and Hispanic audiences it aims to serve in its stores.

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To ensure the best ad experience, Pandora's technology strings together pieces of an audio ad for each listener. Then, utilizing the Veritonic platform, the audio was analyzed and scored for its effectiveness by measuring:

- Purchase intent, recall, engagement
- Key brand attributes like "Happy" and "Makes Me Feel Good"

## Results

One version of the mnemonic stood out above the rest with the brand's target audience:

- **+9pt increase** in intent for Dynamic Audio ads aimed at a Hispanic audience
- **+7pt increase** in intent for Dynamic Audio ads aimed at an African American audience
- All spots **beat industry benchmarks**
- Hispanic audiences were most likely to **'feel good'** and be happy after hearing an ad
- African American audiences mostly felt **'happy'** after hearing an ad

With the support of Pandora and Veritonic technology, Ulta Beauty was able to capitalize on the reach available to podcast advertising and drive sales among African American and Hispanic audiences.

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Interested in learning more about how Veritonic research can help you develop or test your advertising? Contact us at [info@veritonic.com](mailto:info@veritonic.com)

**About Veritonic** Veritonic is the industry's leading competitive, testing, and performance solution for audio. The preeminent platform provides marketers, brands, and agencies with comprehensive data and insights to support and optimize their streaming audio, podcast, and radio advertising strategies. With competitive intelligence, creative measurement, campaign performance and brand lift capabilities, the Veritonic platform is the industry's most trusted, feature-rich solution for audio advertising optimization.