

RESCI



Truth Nutraceuticals

AI to Enhance Advertising Effectiveness

Using Predictive Segments for Facebook Lookalike Audiences

Company Background

Truth Nutraceuticals (Truth Nutra) is the place where both men and women can go to naturally reclaim their hormonal balance through clinical research-backed products. Years ago, founder Christopher Walker was diagnosed with a tumor in his pituitary gland. This led to clinical studies that, when systematically used together, ultimately cured him of his hormonal imbalances.

Challenge

Truth Nutra's key priorities were growing site traffic and increasing new visitor conversions. They needed a multichannel solution that utilized predictive intelligence to drive results.

Solution

Truth Nutra partnered with ReSci to use Artificial Intelligence for optimizing their campaigns across different channels. After seeing success with ReSci's automated lifecycle marketing emails, Truth Nutra also powered their advertising campaigns with ReSci's data solutions.

Truth Nutra utilized ReSci's proprietary Customer Lifetime Value (CLV) and Churn scores, which constantly adapt to user behavioral patterns, to run Lookalike Audiences on several Facebook ad campaigns. Powered by ReSci's predictions, these audiences uncovered users on Facebook's network that were more likely to purchase Truth Nutra's products.

As a result, ReSci significantly increased Truth Nutra's return on ad spend, compared to the campaigns they were running previously.

The image shows a screenshot of a customer segmentation dashboard. On the left, a list of customer segments is visible: Name, Ready to Buy Customers, At Risk Customers, Churned Customers, Low Customer Lifetime Value, High Customer Lifetime Value, Low Customer Future Value, and High Customer Future Value. An orange arrow points from the 'High Customer Lifetime Value' segment to a sponsored advertisement overlay. The ad features the text 'THE TRUTH COLLECTION' above five product bottles: Sensolin, Lactidlo Probiotic, Testro-X, Redwood, and Cortigon. Below the bottles, the ad offers a '10% Off Any Purchase' with coupon code 'TN12LOY' and includes a 'Learn More' button.

Results

486%

Increase in ROAS (Return on Ad Spend)

7X

ROAS on Facebook Ad Spend

15X

ROAS with ReSci's High CLV Segment