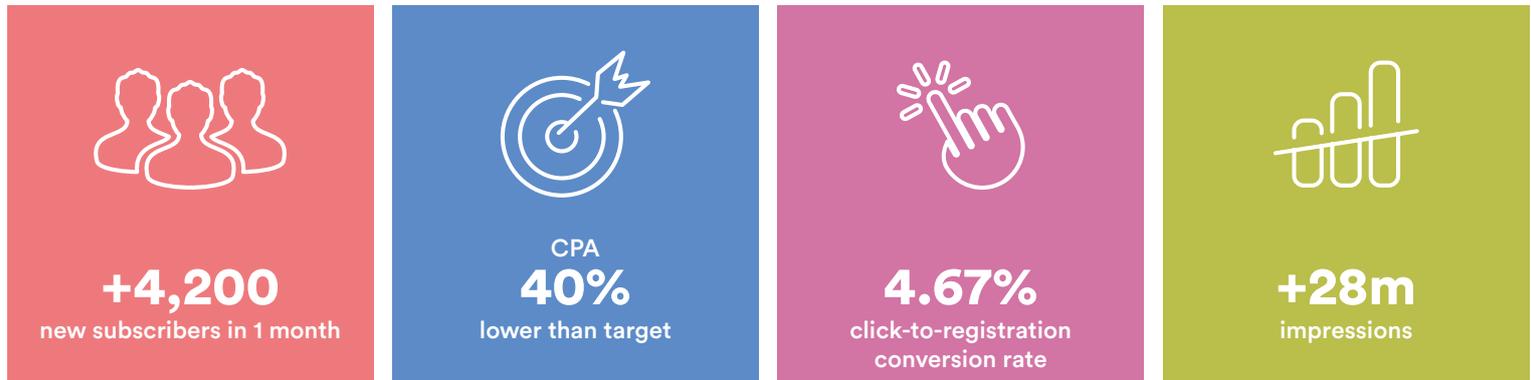


# MakeMeReach Delivers a Box-load of Paid Subscribers to BIRCHBOX

With MakeMeReach's help, Birchbox obtained over 4,000 new, paid subscribers in just one month and lowered their CPA by 40%

Birchbox is an online monthly subscription service that sends its subscribers a box of selected samples of beauty-related products.

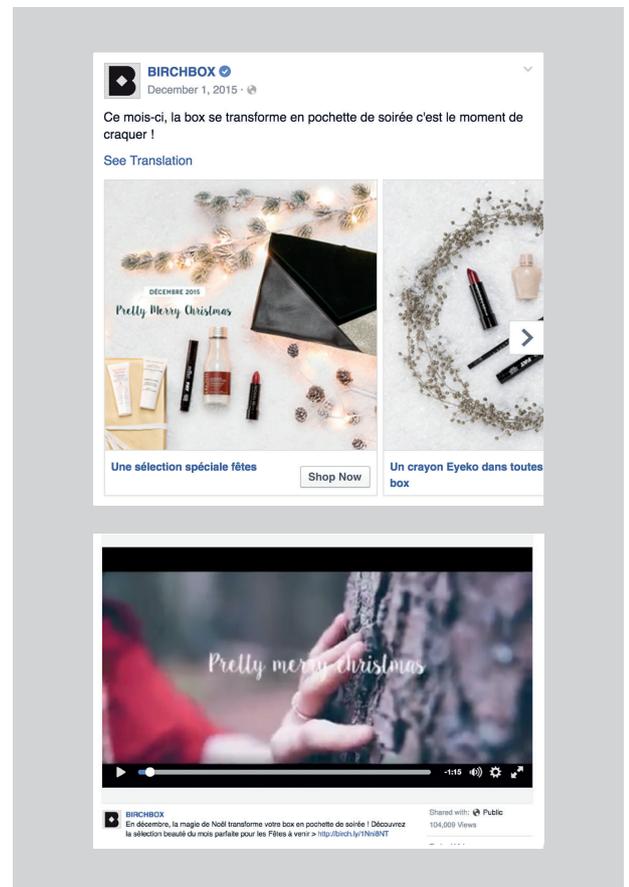


## Goal

- Drive paid subscriptions on Birchbox's website for Christmas with an ambitious CPA target
- Get a satisfying new audience reach despite their already large community

## Campaign highlights

- **A/B testing of various campaign elements:** Birchbox used MakeMeReach to test targeting, creative, and calls-to-action. The company was able to identify which combinations were top-performing and used them in their Christmas campaign. CTAs varied by how qualified prospects were: "Buy now" CTA for interested website visitors and "Learn more" CTA for less-qualified prospects.
- **Variety of ad formats:** Birchbox used video and carousel ads to emphasize their USPs by:
  - showcasing "star" products at an attractive price
  - focusing on a special holiday box that was the "perfect gift" for Christmas
  - highlighting the quality of products and fast delivery
- **Offline and online communications:** TV commercials and display ads in the Paris subway complemented Birchbox's Facebook advertising strategy. The combination of all the different channels helped boost Birchbox's awareness among customers and fans.



### Amandine Perot Tonnet, Marketing Director, Birchbox Paris

"MakeMeReach's tools helped us identify the best-performing targeting and creatives through easy reporting dashboards. We could then focus on a strategy that was more likely to succeed. The advice shared by the GM support team allowed us to align Facebook tools with Birchbox's goals."