



Tatcha modernizes Japanese beauty rituals and advertising to reach new customers



Company Overview

Tatcha makes luxury skincare products with pure, kind-to-skin ingredients, inspired by the ancient beauty rituals of Japanese geisha.

“With increased site traffic during our annual friends and family event, Quantcast scaled efficiently while growing our revenue and used real-time user behavior data to provide relevant reach.”



RYDER MEEHAN
DIRECTOR OF DIGITAL MARKETING, TATCHA

CHALLENGE

Tatcha takes classic Japanese beauty rituals and remasters them for everyone to use. Tatcha was looking for a solution that could help drive awareness of their unique products and generate more high-value conversions, but found that traditional channels like search, social media, and retargeting didn't reach incremental customers as well as they wanted.

RESULTS

Quantcast's audience insights helped to identify an audience that Tatcha wasn't originally activating: a large portion of their converting customers were older women. Tatcha grew their core audience and found new shoppers, significantly impacting conversion volume. Shoppers were 4.8x more likely to convert when prospected by Quantcast, and 25% of new shopper revenue from the event was influenced by Quantcast.

SOLUTION

During Tatcha's annual friends and family event, Quantcast leveraged the behavior patterns of their highest-value customers and stack ranked the entire internet population to identify skincare shoppers that were most likely to convert.

HIGHLIGHTS



1.5x

return on ad spend (ROAS) goal



4.8x

more likely to convert when prospected by Quantcast