

# Consumer Goods & Services Case Study: A successful brand awareness campaign conducted for Mila.com



## BRIEF

Mila.com wanted to test market a new geographical area. Mila's objective was to work with a marketing partner who could help them enter a highly competitive market. They required a data provider that had marketing insights for the new market including language fluency, culture, buying power, and all unidentified internet usage styles. FrescoData was referred to Mila.com by one of its Swedish clients.

## SOLUTION

Mila required not only an accurate but also a comprehensive and well-segmented list to ensure a high-energy launch without compromising its credibility. The most important and complex part of the brand awareness campaign was that Mila needed to find the right audience to target.

FrescoData drew together accurate and current business email lists and consumer email lists in order to tailor the audience for Mila's marketing campaign. Data scientists from FrescoData then put together a series of data analytics from various results that identified patterns and as internet usage styles from selected geographic locations that Mila planned to enter. The data analytics not only helped FrescoData apply an innovative approach but enabled them to learn new facts about the geography it was working in.

Mila's requirement to enter an established and competitive market required a compelling Customer Value Proposition (CVP). Mila integrated the email to send to the segmented list to increase its impact and brand awareness. After an initial split-test of the campaign set, the campaign was set for distribution at an optimum date and time to receive maximum ROI and click-through rates.

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## ABOUT

Mila.com is a trusted and popular B2C portal in Europe that receives millions of daily visitors seeking local services from qualified and experienced business and trade professionals. The site specializes in empowering local and reliable business by showcasing their service offerings and talents through special offers. Mila released its app in May 2013, making it easier for professionals to manage business through their smartphones.

## RESULT

Within 24 hours of the email blast, Mila received a spike in their Facebook likes and heavy traffic on their website, making the brand awareness campaign launch a success. Using data insights from FrescoData analytics, Mila was able to enter the market creating a strong impact in its audience and competition. Teaming with FrescoData as a marketing partner helped Mila achieve their breakeven in the targeted geography sooner than they had expected. Currently, FrescoData is designing data strategies for new campaigns in additional geographies that Mila plans to enter.