At a glance:
Zenni Optical, an online retailer for eyewear, and a client of Internet Marketing Inc. (IMI), wanted to improve brand awareness, increase organic traffic and revenue through online sales. With the use of audience data collected through NetBase social media analytics, IMI developed an engaging, award-winning online marketing campaign tailored to the Zenni customer with an interactive online quiz titled “What Frames are Perfect for You?” The campaign was extremely effective with a record number of visitors to the client’s website, increased revenue, and email signups.

Challenge: Creating Content that Matters to Consumers
The ultimate goal of Zenni and IMI was to increase revenue and spread brand awareness online. IMI crafted a content marketing strategy that aimed to increase organic traffic and rankings, while also building link quality and brand advocacy. Capturing people’s attention online proves to be more challenging by the day as consumers expect brands to understand them on an individual level. IMI needed to connect with Zenni’s customers with engaging content that would be worth their time. In order to do this, IMI spent time getting to know the audience. Who were they? How did they feel about choosing/buying glasses? What were their pain points and most importantly, how could Zenni serve as a solution? IMI utilized NetBase analytics to find the answers.

Solution: An Interactive Quiz
Zenni Optical developed a landing page on their website that showcased the up and coming trends in sunglasses, featuring eight of their most popular frames. In order to drive traffic to the landing page, there had to be an interactive, personal experience. So IMI created custom personas to match individuals to specific frames by using shopper behavior and interest. The personas would reflect real people, which would allow customers to identify with the style of glasses that fit them best based on the answers they provided.

This idea could come alive only with a great deal of information in order to create relatable, legitimate consumer profiles. In search of answers, IMI’s Insights and Strategy team focused heavily on research and analysis to identify purchase intent. Using NetBase analytics and other sources, they were able to authentically connect with their target audience by analyzing the emotions and behaviors expressed in conversations about sunglasses, providing understanding of their wants, needs, lifestyles, triggers, and inspiration moments.

Insights are richer and more actionable than ever. NetBase analytics help us understand how individuals make decisions, including consumer motivation, interest and sentiment. The platform supports the creation of highly customized content experiences, which transforms customer relationships - driving organic sales, satisfaction and customer loyalty.”

Becca James, Director of Insights & Strategy, Internet Marketing Inc.

RESULTS:
• 573K unique visitors to quiz
• 29K subscribers to email
• $1.1M in online revenue
• 9,655% Return on Investment

CUSTOMER:
IMI (Internet Marketing Inc.) on behalf of Zenni Optical

SOLUTION:
NetBase social media analytics platform
From these consumer insights, IMI crafted the eight individual personas, each of which were mapped to one of the eight trendy styles on the “What Frames are Perfect for You?” quiz. Once users answered the quiz questions, they were then prompted to view additional frames of the recommended style for them, which led them to Zenni’s landing page where they could make their selections and purchases.

Results: Selling Personalized Experiences Not Products

By offering Zenni’s customers a meaningful brand experience through the interactive online quiz, IMI’s campaign was an enormous success, positively impacting brand visibility and engagement, web traffic, revenue, and ROI. Within the first 6 months of launch, the campaign drove:

- 573K unique visitors to quiz
- 29K subscribers to email
- $1.1M in online revenue
- 9,655% Return on Investment

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

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