

alive. CONTEXT

Bring New Customers
To **Your** Brand.



WHAT IS CONTEXT?

Alive Context identifies and selects hand-raisers that engage with brands and content relevant to your brand. Alive's technology identifies, procures, and delivers new first party data (email addresses) collected from social platforms.

Acquire new customers to your brand at a 15% to 45% reduction in costs from traditional media acquisition.

How We Do It

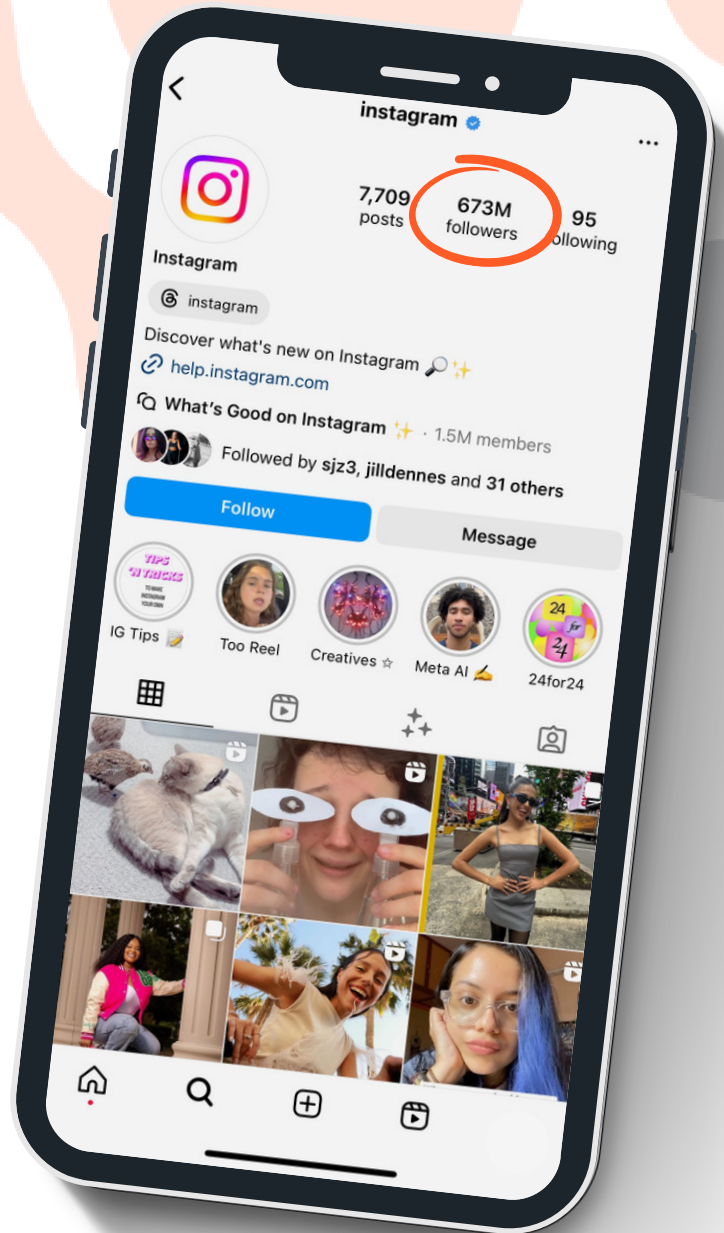
1. Identify Your Audience

2. Extract Your Lists

3. Activate Outreach

4. Engage Through Media

5. Celebrate New Customers!



CASE STUDY

KIRKLAND'S HOME

Solving the "Leaky Bucket"

Kirkland's Home faced a classic "leaky bucket" issue, losing customers while struggling to attract new ones.

To address this, we utilized Alive Context to targeted followers and engagers of national competitors and non-competitive brands with a similar customer base.

Leveraging the holiday season, we also captured emails from users engaging with the hashtag #homedecor. The campaign was highly successful and just in time for the holiday season, we added 128,000 new email addresses to Kirkland's database.

This new audience was then marketed to through a series of email campaigns and utilized as a custom audience for targeted digital advertising advertising during 4th quarter.

what is the cac?

Click
CAC

\$10.11

Total
CAC

0.27¢

the data

43.98%

Open Rate

2.52%

Click Rate

291,109

Total Delivered Emails

the result

137,224

Total New Email
Addresses

—

9,194

Unsubscribes

=

128,030

New Kirkland's Addresses

&

3,462

Clicks

CASE STUDY

HARI MARI

the data

21%

Open Rate

4.1%

Click Rate

98,800

Total Emails Sent

Hari Mari, a growing lifestyle brand, utilized Alive Context as a key growth strategy to increase awareness for their flip flops.

Alive Context provided Hari Mari 57,000 new email addresses that they can market to. These potential customers engage with and follow larger competitive flip flop companies and other lifestyle brands that target similar customers.

The initial email acquisition campaign had over a 43% open rate and a 2.52% click rate.

Additionally, Hari Mari is targeting these new email addresses on Meta by creating a custom audience, providing a solid one-two punch to surround new customers with their brand message

the result

57,000

Total New Email
Addresses

—

967

Unsubscribes

=

56,033

New HM Addresses

&

3,335

Clicks

what is the cac?

Click
CAC

\$9.54

Total
CAC

0.29¢

CASE STUDY

UNIVERSAL WHISKY EXPERIENCE

To effectively promote their event, which presented a unique use case as it diverged from the typical objective of driving product sales, it was essential to engage a diverse audience of both Formula 1 and whisky enthusiasts.

This targeted outreach proved highly successful, as evidenced by the impressive results achieved. The campaign achieved substantial open rates and a distinctive click-through rate exceeding 4%.

Notably, the response rate for this campaign was the highest recorded among all campaigns we have conducted.

what is the cac?

Click
CAC

\$1.60

Total
CAC

0.10¢

the data

48.74%

Open Rate

4.02%

Click Rate

58,960

Total Delivered

the result

15,000

Total New Email
Addresses

—

831

Unsubscribes

=

14,169

New UWE Addresses

&

3,757

Clicks

CASE STUDY

KREATURES OF HABITS

the data

31.24%

Open Rate

2.73%

Click Rate

328,443

Total Delivered

The campaign aimed to gain traction among a targeted group of CrossFit enthusiasts by promoting their presence at the CrossFit Games.

The primary goal was to drive brand promotion directly to this specific audience. This strategic focus resulted in a sellout of new flavors introduced during the CrossFit launch.

Additionally, the campaign's success facilitated the onboarding of three new ambassadors, which further enhanced visibility and contributed to increased sales.

the result

100,000

Total New Email
Addresses

—

3360

Unsubscribes

=

96,640

New KOH Addresses

&

9,968

Clicks

what is the cac?

Click
CAC

0.80¢

Total
CAC

0.02¢