



A direct-to-consumer baby
crib mattress company

375% return on ad spend

150% higher lifetime value
for new customers

Challenge

Newton Baby struggles to efficiently identify and engage with their target audience online (expecting parents who are actively planning their nurseries) as they consider their purchases over a relatively long period of time (6 weeks average).



Solution

Newton Baby's marketing team partnered with EyeLevel.ai to design an automated conversation to segment potential new customers based on purchase considerations and how close to buying they were. Newton Baby and EyeLevel.ai created automated conversations to re-engage these potential customers with personalized content based on their answers. Newton Baby used the EyeLevel.ai platform to easily integrate the conversations into their existing digital ad campaigns.

Results

Newton Baby was able to drive baby crib mattress purchases at a 375% return on their digital advertising spend. Automated conversations created a richer set of customer data that allowed Newton Baby to effectively upsell additional products to their new customers, with 18% of EyeLevel.ai referred customers making additional purchases at a later date at a 150% higher lifetime value (versus average).