

# How Cult Beauty boosted month-on-month Sol de Janeiro sales by 350% with a UNiDAYS partnership

## The Challenge

Cult Beauty, one of the UK's largest beauty and cosmetics retailers, set out on a mission to boost sales and raise awareness for Sol de Janeiro products among Gen Z. To achieve these goals, it approached UNiDAYS, the leading student affinity network, to build a campaign that truly resonates with 18 to 34-year-olds.

UNiDAYS recognised the need to create a thumb-stopping creative campaign that caught the attention of this key demographic and incentivised its student members to choose Cult Beauty as the ultimate destination for Sol de Janeiro products.



## The Solution

UNiDAYS drove students to Cult Beauty at speed and scale by leveraging story tiles, brand pages and poll questions to foster engagement. This added value exposure across the UNiDAYS marketplace, ensuring optimum campaign performance.

Tapping into 29 million members, UNiDAYS supplied actionable insights into student sentiment and spending behaviours. This helped Cult Beauty engage a verified student audience and drive Sol de Janeiro sales while creating a wealth of remarketing opportunities for future activities.

## The Result

Through its partnership with UNiDAYS, Cult Beauty saw significant uplift in Sol de Janeiro sales from the previous month, while snatching a considerable share of sales from the top two UK beauty retailers.

**+350%** MoM increase in product sales

**+150%** MoM rise in Cult Beauty's share of Sol de Janeiro sales

**1 in 4** Members who accessed a code made a purchase

