

The Honest Company Attracts 30% More Conversions with AdWords In-Market Audiences



About The Honest Co.

- Maker of safe, non-toxic and eco-friendly products for people and families everywhere
- Based in Santa Monica, California
- www.honest.com

Goals

- Reach ready-to-buy moms and dads at greater scale
- Drive sign-ups for free trials
- Find top-quality leads at a competitive price

Approach

- Run AdWords ads with in-market audiences
- Target popular high-volume sites

Results

- 30% increase in conversions over other campaigns
- Higher rate of purchases than keyword contextual targeting
- Thousands of new free trials and sign-ups

The Honest Company makes effective, eco-friendly and beautifully designed products for babies, families and the homes where they live. Founded by actress Jessica Alba, healthy living expert Christopher Gavigan and e-commerce veterans Brian Lee and Sean Kane, the company started in 2012 offering kid-safe, non-toxic products such as diapers decorated with stylish plaid, mod blooms and even cute little skulls. Before long, the company branched out into vitamins, natural cleaning and other healthy lifestyle products.

Reaching Melissa

While Honest appeals to all parents, its sweet spot is active moms in their late twenties and early thirties who love to create a style all their own. Honest calls this target “Melissa,” and its goal is to introduce her to their suite of natural, safer everyday products that all families use and need. Because it is a young company, Honest hopes to reach many more “Melissas.”

That’s why in 2014 it turned to in-market audiences targeting on Google AdWords. In-market audiences lets advertisers reach people who are ready to buy right across the more than 2 million sites in the Google Display Network. That means advertisers can reach many more people in that critical ready-to-buy window as they look at prices, shop for deals or browse the web.

Going in-market

The Honest Company has been using AdWords since selling its very first diaper in 2012 and was eager to test out in-market audiences. “The in-market capability sounded just right for us,” says David Yeom, vice president of marketing. “AdWords always helps us reach the right demographic, but this highly targeted approach allows us to speak directly to the consumer who wants to make a purchase, particularly the parents who are focused on getting the best for their new babies.”

On popular weather sites, for instance, Honest can get daily access to huge numbers of moms and dads without wasting budget on retired golfers who are there to see if it’s about to rain. “We’re able to focus on our target audience and drive results by engaging potential customers across a broad range of sites that aren’t necessarily parent specific,” says Yeom.





“We have an amazing product and a brand mission we love to share, but the metric we really look to at this stage in the company’s life is acquiring loyal customers who want to create a healthy home.”

*“In-market audiences has helped us get higher volume and better results.”
—David Yeom, vice president of marketing*

Results

With in-market audiences, The Honest Company is reaching more Melissas and ready-to-buy customers of all kinds. “In-market has helped us get higher volume and better results,” says Yeom.

In fact, Yeom says campaigns with in-market audiences are 30% more effective at driving conversions than campaigns without it. They get results 38% better than keyword contextual targeting alone, and 48% better than with display campaign optimizer alone.

That has translated into thousands of new subscribers for the company in just a few months. “The people we reach through in-market audiences make purchases at a high rate,” says Yeom. “It’s an amazing way to scale.”