

# Global Cognac Brand Grows Internal Database by 12% with Only Two Cocktail Personality Quizzes

in Partnership with SportFive & Pico - Get Personal

## AT A GLANCE

A decades-old cognac brand with a vibrant history and an audience that spans multiple generations, ran one Pico Personality Quiz that matched consumers with custom cocktail recipes and captured valuable audience insights along the way.

Through the activation, this global cognac brand gathered actionable personal data on their audience they previously didn't have access to, and created an opportunity for ongoing direct correspondence with fans.

Not only did this **grow their internal database**, but it created an **increased awareness** of their **library of beverages**, the **2021 NBA playoffs**, and identified which **segments of their audience are more likely to share personal information**.

## THE CHALLENGE

With a dedicated digital following of over 5M+ fans, but 200k+ fan profiles within their database, this global brand wanted to connect the dots between their internal database and their digital channels, to learn more about who their audience is and how to market to them most effectively.

## THE SOLUTION

Create a unique, personal experience that captures data

- What's your favorite drink?
- How do you like to drink Cognac- at a sports bar, at home, with friends?
- What's the most exciting thing about NBA Games?
- How do you like to watch NBA games?

### 12% DATABASE GROWTH

This campaign accumulated a **12% growth of their database with just one activation**.

1

### DATA SHARE

The brand learned their audience is willing to share personal information, with 55% of participants providing their email addresses without an incentive.

2

### DATA OWNERSHIP

They now own the entirety of the data captured and can directly retarget those consumers through 1:1 segmented, personalized push messages & email campaigns.

3

## ADDITIONAL INSIGHTS

Women are more likely to share **personal information**

**Cognac VS** is the most popular Cognac among NBA fans

9 out of 10 fans who received a cocktail recipe, clicked the link and were redirected to the official brand website. **That's a 90% CTR!**

There was a **significantly lower CPA** through this activation compared to the brands other methods

