

# Unilever Baby Dove



Unilever’s Baby Dove team found fresh ways to reach new mothers based on what they read, watch, or buy online, using Jumpshot’s solutions.

## Client Challenge

The Baby Dove team wanted to improve their digital targeting efforts for their Baby Dove product line using data-driven marketing. Their goal was to shift from broad-audience mass communication to content that was relevant and personalized to their best customers.

Their performance campaign team has always faced a unique challenge: the target customer, expectant mothers, has high churn. Pregnant women and new moms join and leave this target group at a higher rate than for Unilever’s other products. Baby Dove needs constant re-recruitment and brand engagement during a short time window.

## Goal

Baby Dove wanted to reach loyal or prospective Dove customers among expecting or new mothers, based on **what they read, watched, or purchased online**. They came to Jumpshot to answer questions like these:

? How do expecting mothers behave online? What types of sites do they view? What content do they watch? What do they search for?

? What baby shower and baby registry-related content and products do they consume or purchase?

? What products do they buy pre-birth? Which retailers’ websites do they visit?

? What skin cleansing products do they buy online?

## Jumpshot Solution

Unilever uses Jumpshot's full suite of products to understand consumers' path-to-purchase, across the web. For this analysis, the Baby Dove team utilized Jumpshot's Insights platform.



**Jumpshot Insights** helped Unilever understand the “baby” category landscape and Dove’s market share. They analyzed the demographic composition and behaviors of expectant mothers who buy Dove versus the general population.

# Results

Jumpshot worked for Baby Dove. Its data revealed online behaviors of Baby Dove's target market, showing that expecting moms...

**1 Take their holistic health very seriously.**

-  **1.5X** more likely to search for vitamins
-  **5X** more likely to search for diets and health conditions/disorders

**2 Stream videos and purchase books that reflect their real-life experiences.**

-  **2x-4x** more likely to stream Netflix genres, including comedy sitcoms and stand-up centered around pregnancy
-  Purchase self-help books about relationships

**3 Expect to chronicle their child's development.**

-  **4x** more likely to visit photo album sites (ex: Shutterfly and Walgreens)

**4 Stay current on pop culture.**

-  **4X** more likely to search for recent celebrity news
-  Watch makeup tutorials on YouTube

With detailed data from Jumpshot, Baby Dove could improve their targeting efforts by understanding how and where to reach their target customer:

<b>Publishers and Blogs</b>	• Forbes Consumer, Popsugar	• WebMD, Healthline, Everydayhealth	• The Ellen Show, Makeup Tutorials, Grav3yardgirl
<b>Netflix Genres and YouTube Channels</b>	• Jane The Virgin	• The Let Down	• Ali Wong - Baby Cobra
<b>Shopping Sites and Purchased Items</b>	• Shutterfly, Amazon Prints, Walmart Photo	• Pinterest Recipes, Vitamins, Natural Personal Care	• Greetings Cards, Self-Help Books, Maternity Clothes

*"We've been able to get to a level of insight using Jumpshot data that we've never seen before – the granularity of the digital behaviours and insights of a niche audience has been instrumental in building out targetable segments for the brand."*



**Rick van Yperen**  
Head of Global Analytics & Digital Insights



Jumpshot delivers digital intelligence from within the Internet's most valuable walled gardens. Jumpshot's anonymized global panel tracks five billion actions a day across 100 million devices to deliver insights into online consumer behavior.

 **100M Devices**

 **800+ Websites**

 **1600+ Categories**

 **188 Countries**