Case study

Boiron cut CPA by 81% with Experian Curated Deals



Case study

About Boiron

Boiron believes there's a better way to feel better. Since 1932, they have been dedicated to providing the purest medicines made from the earth's best resources. Boiron offers solutions for common health conditions such as cold and flu, allergies, teething, heartburn, muscle soreness and pain, stress, and much more. Their products can be found at top retailers nationwide.

As the world leader in homeopathic medicines, they are passionate and rigorous in their commitment to health. Boiron has been established in the U.S. for 40 years. Their team is now made up of 140 employees and continues to develop with determination and enthusiasm.

For more information, please visit www.boironusa.com



Sector: Homeopathic Medicine

Number of employees: 140

© Experian

Case study

The challenge

Boiron faced an increasingly growing and crowded industry. It sought an innovative way to defend their position in the market, reach new customers, achieve incremental performance, and complement its in-house programmatic go-to-market strategy.



Boiron’s goals:

- Increase awareness efficiently for its Oscillococcinum product
- Lower cost-per-acquisition (CPA)
- Achieve incremental performance

© Experian

Case study

The solution

Boiron turned to curation. Experian Curated Deals combined premium publisher inventory with publisher derived audience data and predictive audiences, allowing Boiron to connect with prospective Oscillococcinum buyers across both display and video. Deals are also optimized on the supply-side in real time using AI and our expert traders, allowing Boiron to refine segments throughout the campaign. Segments included:

- The Weather Company > Health Symptoms > Cold & Flu
- Cough, Cold & Flu Category Buyers
- Millennial Mothers

"At Boiron, we are always exploring innovative approaches to strengthen our presence in a rapidly evolving marketplace. Partnering with Experian allowed us to expand our reach and improve performance, without increasing our investment. Their curated data solution delivered meaningful results and quickly proved its value. Curation is now a core part of our go-to-market strategy, and Experian has become a trusted partner in helping us drive continued growth."

Brian Wood, Digital Marketing Manager, Boiron

© Experian

Case study

Results

Curation exceeded Boiron's expectations. It introduced efficiency into the buy, reducing the brand's data costs by 30% and allowing Boiron reach more customers with the same budget. It also beat Boiron's CPA goals for display by 81% and for video by 41%.

30% Reduction in data costs

81% Decrease in display CPA

41% Decrease in video CPA

Experian Curated Deals combines trusted consumer intelligence with premium inventory, AI-powered optimization, and human oversight to maximize addressability at scale in privacy-safe environments. It delivers performance for the world's largest brands and global media agencies across 100,000+ campaigns each month.

- Target up to 100,000 publishers and pages in a single Curated Deal
- Optimize campaigns in real time
- Drive lower CPAs on performance-based campaigns

© Experian

Case study

Summary

Boiron cut CPA by 81% with Experian Curated Deals

Challenge

Boiron faced an increasingly growing and crowded industry. It sought an innovative way to defend its place in the market, reach new customers, achieve incremental performance, and complement its in-house programmatic go-to-market strategy.

Solution

Boiron turned to curation. Experian Curated Deals combined premium publisher inventory with Experian's publisher derived and predictive audiences, allowing Boiron to connect with prospective Oscillococcinum buyers across both display and video. Deals are also optimized on the supply-side in real time using AI and our expert traders, allowing Boiron to refine segments throughout the campaign.

Results

Curation exceeded Boiron's expectations. It introduced efficiency into the buy, reducing the brand's data costs by 30% and allowing Boiron reach more customers with the same budget. It also beat Boiron's CPA goals for display by 81% and for video by 41%.

30%
Reduction in data costs

81%
Decrease in display CPA

© Experian