

MANSCAPED boosts revenue with higher ad match quality and lower CPA using RudderStack and fifty-five



Industry



eCommerce, Health, Personal care

Company size



101-250 employees

Headquarters



San Diego, CA, USA

Highlights

- ▶ After implementing RudderStack, MANSCAPED saw a 37% increase in revenue due to greater campaign management efficiency and faster decision-making
- ▶ Transformations also help MANSCAPED's marketing team move faster while freeing up engineering time because the ability to transform data in-flight means fifty-five can effectively update instrumentation without requiring front-end code modifications
- ▶ After switching to the RudderStack Facebook Conversions integration, MANSCAPED drastically increased their event match quality, nearly eliminating events with a match quality of "okay" or below

Key stats

37%

increase in revenue

10%

improvement in Meta Cost Per Acquisition (CPA)

29%

improvement in TikTok CPA

162%

increase in Snap Ads revenue after implementing CAPI with RudderStack



I was pleasantly surprised that [fifty-five] was able to turn on the next markets pretty quickly. That demonstrated the value of RudderStack for me. There was a longer delay to get the API key than for to enable the market."

Rama Annaswamy, VP of Technology at Manscaped

Overview

MANSCAPED® is a lifestyle consumer brand and personal care company that offers a range of products designed for below-the-waist grooming. The company's products include electric trimmers, razors, deodorants, and skincare products. MANSCAPED is known for its sleek and modern branding and for providing high-quality and effective grooming products that are designed specifically for men.

The company heavily invests in social media advertising, influencer partnerships, and content marketing to reach its target audience. It also uses email marketing to stay in touch with its customers and provide special promotions and discounts. The company also places a strong emphasis on customer service and strives to provide a positive and personalized experience for its customers.

Challenge | Data integration issues, inefficient ad spend, and slow site performance

MANSCAPED's marketing team works closely with its advertising vendors to collect customer data for segmentation and ad targeting, and they often require custom development solutions. These development requests put a strain on their engineering team who had to implement and manage integrations. The requests slowed innovation for engineering, and led to long response times for the marketing team. Moreover, the integrations negatively impacted site performance, and ultimately customer experience, because they require loading multiple SDKs and pixels on the MANSCAPED website, causing long page load times.

To overcome these challenges, MANSCAPED defined two phases for progress:

- ▶ Phase 1 — Move ad tags server side and centralize data collection and governance
- ▶ Phase 2 — Redefine its event tagging and tracking layer using GTM and GA4, while simultaneously bringing online a data warehouse to help with advanced use cases

To increase time to value, MANSCAPED sought a consulting partner that could help it implement and manage RudderStack for event tracking.

To this end, MANSCAPED paired RudderStack, leading Warehouse-Native CDP with first-rate MarTech consulting partner, fifty-five. fifty-five helps brands leverage data to improve marketing, media, and customer experience through a combination of specialized consultancy and technology services.

Solution | Partnering with fifty-five to implement a unified data layer with RudderStack

With fifty-five leading an efficient RudderStack implementation, MANSCAPED started seeing results fast.

fifty-five delivered essential project management from day one. They streamlined communication with RudderStack, MANSCAPED, and their own team via Slack. This allowed fifty-five's martech experts to bridge the gap between MANSCAPED's marketing team's requests and their engineering team's implementations, so MANSCAPED could begin driving more value with its customer data.

fifty-five began by combining RudderStack's ecommerce tracking plan with an additional list of MANSCAPED-specific custom events, and implemented a set of key events to capture the customer checkout flow.

fifty-five then identified RudderStack's Transformations as a powerful tool to help MANSCAPED ensure compliance and control costs as its business and data stack grow. Transformations allow you to modify payloads in real-time with custom JavaScript or Python code. fifty-five used them to create custom logic to determine which data points are sent to which downstream destinations for MANSCAPED. They collaborated with the MANSCAPED team to create an allowlist ensuring only relevant data reach each destination. Transformations also make it easy to add additional destination-specific parameters if required.

Transformations also help MANSCAPED's marketing team move faster while freeing up engineering time because the ability to transform data in-flight means fifty-five can effectively update instrumentation without requiring front-end code modifications.

fifty-five also supported the Facebook Conversions API (CAPI) integration for MANSCAPED. Before implementing RudderStack, the MANSCAPED team struggled with event matching and deduplication for Facebook Conversions, which impacted their event match quality on the ad platform. After switching to the RudderStack Facebook Conversions integration, MANSCAPED drastically increased their event match quality, nearly eliminating events with a match quality of "okay" or below. RudderStack events are now deduplicated at a higher rate, driving higher data and better match ratings.

Results | Better event match quality, lower CPA, and higher revenue

In just six months, fifty-five helped MANSCAPED move from loading tags for TikTok, X, Snap, Pinterest, Dynamic Yield, and Facebook CAPI independently on the MANSCAPED front end using GTM client-side to loading them through a single RudderStack SDK. Some were moved to server-side implementations, removing their presence from the website altogether. This led to improved page load times and, ultimately, a better customer experience.

After implementing RudderStack, MANSCAPED saw a 37% increase in revenue due to greater campaign management efficiency and faster decision-making. The brand's event quality scores increased across platforms – Snap even cited MANSCAPED's scores as some of the highest they've seen to date — along with their attribution. Because of improved cost per acquisition (CPA) and increased event quality scores, MANSCAPED has been able to efficiently scale their ad spend.

With RudderStack providing a single, unified data layer to centralize data integrations in one platform, MANSCAPED and fifty-five can now easily manage customer data collection and, importantly, trust the data they collect. The results speak for themselves:

- ▶ **10%** improvement in Meta Cost Per Acquisition (CPA)
- ▶ **29%** improvement in TikTok CPA
- ▶ **162%** increase in revenue from Snap Ads after implementing CAPI with RudderStack

<div>Sources</div> <div>JavaScript SDK</div>	<div>Destinations</div> <div>TikTok Ads, Snap Pixel, Pinterest Tag, Facebook Pixel</div>	<div>Warehouses</div> <div>Snowflake</div>
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