



AMEX
OFFERS



Advertiser Case Study: Amex Offers x Manscaped

The Challenge

As Manscaped continues to grow their global brand into new product markets, they must **navigate the constantly shifting men's grooming market**. Measuring this process and establishing the right marketing mix is an ever-evolving challenge.

The Solution

Manscaped shared with us, "We saw a **tremendous lift in new customer acquisition** at a cost that was below benchmark and an AOV at and above our standards through our Amex Offers."

Case studies shown for illustrative purposes only. Individual results will vary.

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Amex has helped us drive new customer acquisition within our benchmark goals, while maintaining a strong AOV.

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The Impact

8:1

Return on investment¹

93%

of redeemers were new Amex shoppers²

\$1.0M+

Added media value³

¹ Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2024

² New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

³ Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit sondermedia.com