



Aroma Retail Gets Huge Results Right
Out Of The Gate With Genius Monkey's
Programmatic Solution

genius  monkey


AROMA
RETAIL

OVERVIEW

Aroma Retail is an environmental scenting company specializing in fragrances for commercial and residential spaces. From its humble beginning on a kitchen counter, Aroma has created memorable experiences through signature fragrances and grown into a team of 25 employees in Las Vegas. Operating right on The Strip, the company produces their own diffusers, pure grade oils, and other scented products.

When it came time to dive into digital advertising, the smaller scale of the company left their options limited. After beginning campaigns with Genius Monkey, however, Aroma Retail quickly saw huge returns that led to further growth of the company.



THE CHALLENGE

Google always stands out as a convenient choice for advertisers starting out, but Aroma found that it limited their possible reach. CEO Jim Reding said “the problem was that we were advertising to people who were already looking for us! It was a very limited audience, especially with a niche product like ours.” Aroma were looking for brand advertising outreach to get their name in front of new eyes who would be interested, rather than just selling to a limited customer base.

Marketing Director Mike Hewitt was given the task of expanding Aroma’s reach in an efficient manner that offered tangible results. Mike started by experimenting with CTV, but a lack of reporting tools made it impossible to tell if the marketing efforts were making a difference. Aroma was a small company, so it was important that they knew quickly whether their strategy was working or not. In a time when “even PPC advertising feels like something of a crap-shoot”, they wanted something more reliable and results-driven.

Above all, Aroma required efficiency. Reding knew that an ROAS of 400% or more would be necessary to justify the investment. While not an excessive target, it would indicate a well-oiled marketing machine, and Aroma couldn’t settle for anything less. Tangible results would be a requirement for an acceptable programmatic solution.

Aroma Retail had these primary campaign goals:



Expand their advertising reach to new audiences



Efficient marketing with a high ROAS and tangible results



Reliable data reports for rapid campaign optimization



OUR SOLUTION

When Mike first learned about Genius Monkey, the promise of industry-leading reporting stood out the most. Our tools allow advertisers to track campaign performance right down to each and every impression served, which impressed Aroma Retail enough to begin running video campaigns with Genius Monkey.

Using our AI-powered Omnimonkey system, Genius Monkey began targeting small businesses, casinos, resorts, and other experience-driven businesses. Rather than placing the ads where they might be, our platform placed ads wherever the target audience went online, granting immediate exposure all over the world. After initial success, Aroma expanded their portfolio with targeted display ads to reach even further. It wasn't long before the company realized how quickly Genius Monkey had achieved all their goals.

I am able to see a real, tangible return from Genius Monkey. With Genius Monkey, I am able to look at a report that specifically connects conversions to ad engagements.

Advertising investment can be so risky, but Genius Monkey is the first thing I'd recommend..

- Jim Reding, CEO, Aroma Retail

THE RESULTS

Beginning with video ads, Aroma Retail noted an immediate 2-3x average increase in ROAS. After two months, that average had increased to 5x. This encouraged Aroma to add display campaigns to the mix, which led to even greater increase.

By checking the dashboard, Aroma could see instances where ROI would raise higher than 8x pre-Genius Monkey levels. Advertising metrics always fluctuate, but Aroma's ROI never fell below 400%. In a time of economic uncertainty, Aroma grew by 17%, much of which Mike attributed to Genius Monkey.

Mike praised the targeting and tracking capabilities of the platform. "Genius Monkey was a quick and easy way to hit the exact locations and demographics that we needed. It was all trackable so we could see it was working immediately." Mike was especially impressed with Genius Monkey's reporting tools. "The dashboard is amazing! You can see the impressions in real time."

CEO Jim Reding wanted tangible results, and he got them. "I am able to see real results from Genius Monkey. I am able to look at a report that specifically connects conversions to ad engagements and show how much you spent on them".

Reding was also impressed with the support that Genius Monkey offers as part of our managed services. "We've gotten great feedback on our content that is out there and great ideas for future growth. Genius Monkey is not a vendor that does the minimum and then collects payment."

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- Mike Hewitt, Director of Marketing, Aroma Retail

278%
ROAS
at **2** months



408%
ROAS
at **6** months



532%
ROAS
at **11** months



SUMMARY

A small business was looking to expand their digital reach with trackable metrics and tangible results. By signing up with Genius Monkey, Aroma Retail has quadrupled its ROAS and can look forward to a bright future with new growth opportunities.

Through it all, Mike felt like a VIP, commenting that the customer experience was the number one aspect that has stood out through the partnership. "Genius Monkey is a 10/10. I'm just mad we didn't find them sooner!" Reding would go on to say that "advertising investment can be so risky, but Genius Monkey is the first thing I'd recommend."