



Dr. Teal's reaches ideal shopper audiences & increases retail visits with Pear

CHALLENGE

Dr. Teal's, a popular personal care brand founded in 2003, focuses on developing innovative products for better living, including those featuring pure Epsom salt. The brand aimed to enhance their retail ecommerce strategy by driving shoppertainment, improving retailer visit rates, and better understanding consumer behavior across multiple retailers.

Dr. Teal's, owned by PDC Wellness & Personal Care Co, faced several hurdles as a retailer-only brand:

- 1. No direct online sales channel:** All purchases depend on third-party retailers, limiting direct consumer tracking and engagement.
- 2. Out-of-stock risk:** Shoppers often encountered unavailable products, leading to drop-offs in purchase completion.
- 3. Need for optimized campaigns:** Lack of granular data made it challenging to refine media performance for better down-funnel metrics (like retailer visit rates).
- 4. Insights and performance visibility:** Understanding retailer-specific shopper behavior and identifying actionable trends across ads, audiences, and messaging remained elusive.

Their goal objectives:

- Increase retailer visit rate.
- Prioritize relationships with key retailers while avoiding out-of-stock events.
- Build sustainable, long-term audiences with actionable insights.

Enter Pear's shoppability solution. By leveraging daily inventory tracking, dynamic Landing Pages, and advanced audience data, Dr. Teal's achieved remarkable results while gaining new performance insights.

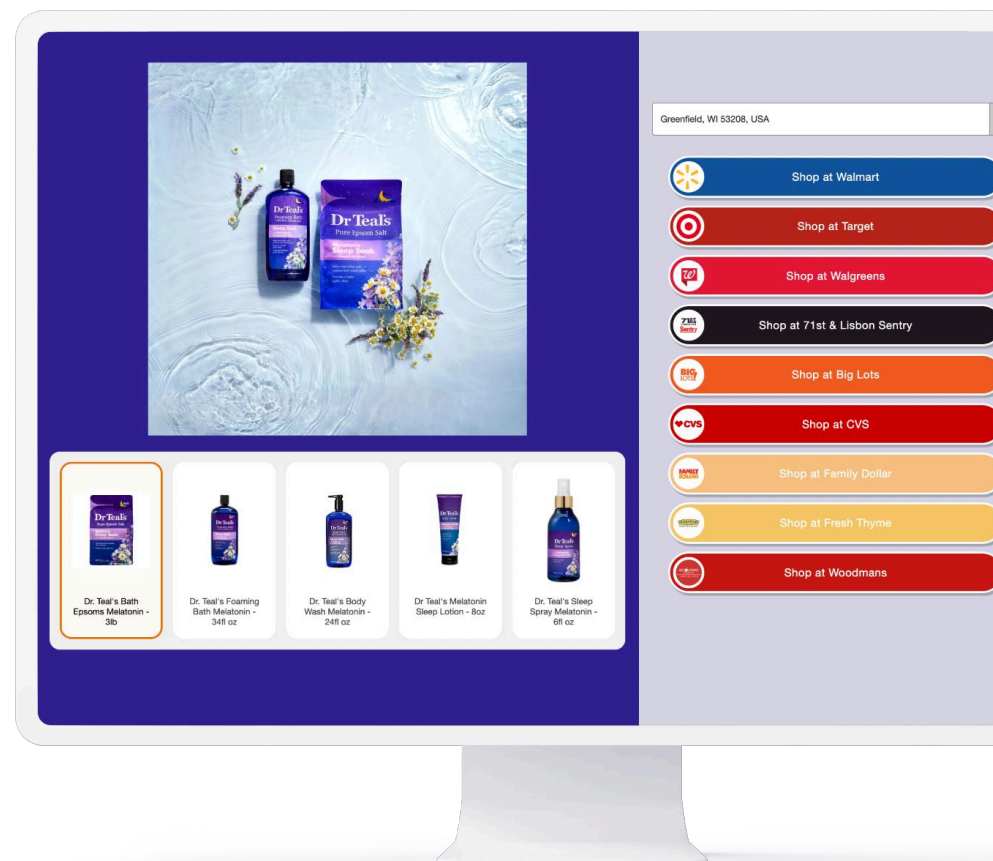
STRATEGIC SOLUTIONS

Dr. Teal's teamed up with Pear Commerce to target every stage of their shoppers' funnel. Their ultimate goal? A data-driven approach to retail sales that not only optimized for retail purchases but also strengthened retailer relationships.

Dr. Teal's and Pear worked together to deliver **10x retailer visit growth** in 7 months, while redefining what's possible in CPG marketing.

1. Shoppable Landing Pages

Pear created nearly 30 dynamic Landing Pages, each tailored to specific creative campaigns, products, and retailer options. These pages kept shoppers engaged by only displaying in-stock items. By scanning over **3,000 retailers' digital shelves**, Pear ensured customers always had options for a successful purchase.



2. Audience optimization & performance

Dr. Teal's drove traffic from multiple sources to build a complete audience of top, middle, and bottom-of-funnel retail shoppers. Pear sent each conversion event back to Dr. Teal's ad platforms for automatic audience building and optimizations. Pear's audience performed 5x better than Dr. Teal's third-party audience. Retargeting and lookalike models helped Dr. Teal's refine their strategy over time, delivering results like:

- **5x retailer visit rate** compared to third-party audience data.
- **Precise targeting** across audience-mapped funnel segments.

Overall, Pear's proprietary audience data dramatically outperformed third-party audiences.

3. A/B testing

Dr. Teal's ran multiple campaigns splitting traffic evenly between "Landing Page A" and "Landing Page B." This A/B testing wasn't just for Landing Page performance; they tested everything that could improve their ROAS—including traffic sources, creatives, geographies, and product selections.

4. Real-time reporting

Pear's full-funnel visibility allowed Dr. Teal's to track behavioral insights on every conversion event, like retailer share of voice (the rate each retailer is selected when shown), audience preferences, and creative performance in recurring business reviews, for real-time campaign improvements.

RESULTS

The combined efforts of Dr. Teal's and Pear delivered *staggering* results within a few months, solidifying Pear as a trusted partner in delivering retail ecommerce excellence.

6.6x

better retailer visit rates
in 4 months of media
optimization

5x

**improvement using Pear
audience**
vs. third-party audience
reporting

10x

higher brand retail sales
after 7 months

15x

more retailer visits
vs. brand.com visitors

40+

unique retailers
revealing share of voice
outcomes

Reduced

consumer dead-ends
with daily inventory updates

Market to your ideal CPG audience like Dr. Teal's

Dr. Teal's success with Pear illustrates how retail-first CPG marketers can achieve unprecedented growth by combining data-driven insights and advanced audience building. Their collaborative strategy delivered measurable results, proving that the right tools and tailored solutions can unlock new potential at every stage of the funnel.

It's your turn to see how Pear can help drive exceptional results for your brand.

[Book your demo today >](#)