



#### SITUATION

A Top 5 jewelry retailer wanted to improve its retargeting display ad campaigns to drive more sales, but its existing vendor only offered basic retargeting services and very limited reporting.

#### CHALLENGES

The retargeting services offered by the advertiser's vendor consisted of showing a static display ad to consumers that previously visited their website. The vendor didn't understand the context of each advertiser site page visited by a consumer, and did not have the ability to dynamically update the creative content based on each consumer's interests. For example, a consumer would see an ad for diamond rings even if they were recently shopping for necklaces.

In its search for a new vendor, the advertiser identified three key requirements to successfully execute these campaigns going forward: (1) the ability to go beyond simple retargeting by showing customized ads to each consumer that previously visited their site; (2) provide detailed reports showing the direct and indirect impact of the display advertising campaign; and (3) the ability to deploy a wide variety of ad creatives at the same time as a test to learn exactly how effective display advertising is for their online and local stores.

#### SOLUTION

Channel Intelligence (CI) used its advanced retargeting platform to deliver a complete solution to meet the advertiser's needs. The first step was to leverage CI's TrueTag™ technology to track each consumer's buying behaviors without requiring any additional retagging of the advertiser's site. This information was used to dynamically serve creative content for each consumer based on their profile, as well as to bid the correct amount based on the potential value of each consumer.

The detailed analytics provided the insight needed to continually test new messaging and creative content to deploy the most effective display ads for their audience. This included identifying when it was most effective to drive consumers to the advertiser's local store rather than to promote an online purchase.

#### RESULTS

The ROI of the retargeting campaigns was **3 to 5 times higher** with CI's service, depending upon the campaign and time of year. This incredible improvement was the result of (1) optimizing the bids with the ad exchanges based on the value of each consumer; (2) showing an optimized and personalized ad to each consumer based on their buying behavior; and (3) providing detailed reports to enable an informed dialogue between CI and the advertiser about what works and doesn't work in this marketing program. The advertiser now considers its retargeting program to be a vital part of its mix of marketing programs.

#### DISPLAY AD SUCCESS METRICS

View-thru sales (also referred to as post-impression sales) is a common metric for measuring the influence that display ads have on overall sales. However, this metric doesn't account for the fact that some consumers will buy from the advertiser regardless of whether they see display ads. The real question is **how much more** consumers will buy if they are retargeted.

CI uses **sales lift reporting** to separate the normal rate of sales from the sales lift that occurs when consumers are retargeted with display ads. The metric uses a control group to eliminate all variables except the use of display ads to drive sales. The results from the targeted group are compared to the control group to identify the sales lift that can be attributed to the display advertising campaign.

For the advertiser in this case study, the display ads generated **2.4X lift** in orders and order value.