

Leading footwear and fashion brand achieves triple-digit growth by turbo-charging Criteo Performance Display



The results

 **+190%**

Revenue¹

 **+144%**

Sales²

 **+103%**

Visits²

1 - Source: Advertiser (Q4 2013 vs Q4 2012)

2 - Source: Criteo Core Retargeting (Q4 2013 vs Q4 2012)

For most brands in the retail industry, the holiday period is critical to the year's profitability. So it's no surprise that marketing teams will look for innovative solutions to ensure the highest possible conversions during that period. For one of Criteo's major retail customers, that solution was a savvy mix of Performance Display and content marketing, optimized to deliver dramatic results. Here's the story:

This retailer had been working with Criteo since 2011, when the company launched its first Performance Display campaign. Since then, the team had successfully used Criteo to identify and re-engage the highest-value visitors to its site by delivering personalized, dynamic banners across Criteo's publishing partners, leading ad platforms and Facebook. In parallel, the company had also focused on content marketing – based on popular, non-branded search terms and customer inquiries – to drive increased website traffic and engagement.

The challenge

However, website traffic was down, so as the Q4 2013 holiday season loomed on the horizon, the marketing team rallied around a key objective: increase traffic to the website in order to increase revenues. They looked at their various channels and decided on a two-pronged approach.

The solution

First, the team significantly increased investment in Performance Display. Though they'd already had phenomenal success with Criteo, their reach wasn't 100%, so they decided to increase their bid. Although it lacked hard figures to support its decision—the company used last-click attribution, which doesn't always give Performance Display credit for revenues—the team had often seen revenues go up when it increased its Performance Display efforts. So they trusted their hunch and boosted their efforts in their core Performance Display program.

Secondly, the team applied Performance Display to its content marketing efforts. The company had recently developed a content asset on a non-branded subject. The visitors who came to the site through this channel were then targeted with personalized, dynamic banners, which brought these supposedly less-engaged visitors back to the site, into the purchasing funnel, and down the conversion path as customers.

How a lifestyle fashion retailer used Criteo to generate sales from its online content



Results

The results exceeded everyone's expectations. By boosting its core Criteo Performance Display program and by coupling Performance Display and content marketing, the company boosted its year-on-year Q4 online revenues by an impressive 190%!

Thanks to this success, this retailer is now continuing with its program and applying Performance Display to several other content marketing pieces. And Performance Display has more than earned its seat at the table as integral to the company's wider digital strategy.

See what works

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