

## How Sykes Cottages increased its sales by 135% at a lower cost per acquisition



### The results

▲ x2.35

Sales (Q4 2013 vs Q4 2012)

▼ Lower CPA

-6% CPA (Q4 2013 vs Q4 2012)

You don't always have to choose between quantity and quality. That's what Sykes Cottages experienced when they increased their Performance Display budget by 120%. Sales more than doubled, while cost of sales decreased by 6%. Want similar numbers? Read the story.

Sykes Cottages has been letting holiday cottages in the UK and Ireland for the past 25 years. It has successfully moved its business online, and relies on a wide variety of tactics to convert visitors into customers – including performance display.



### The challenge

The company had been working with another performance display vendor for several years, but the volume of sales it generated fell short of expectations. Yet as Tom Lowes, Online Marketing Manager for Sykes, pointed out, the issue wasn't with performance display itself. "We just weren't doing it at the scale we should have been, so we were losing out," he recalls.

As a result, Sykes Cottages looked for a new performance display partner who could deliver a much higher volume of sales, and – of course – at comparable costs of sales (CPA). It wanted volume and value, so in October 2013, it started working with Criteo.

## The solution

Criteo's teams were quick to increase volume, thanks to the company's unique access to over 6,000 publishers who are generally not available from RTB exchanges. What's more, many of these partners give Criteo a "first look" at users, allowing it to choose whether or not to expose a user to an ad before others even get a chance to know who that person is. That's in part why Criteo Performance Display reaches an audience that's much larger than any other competitor\*. Indeed, 70% of the volume Criteo purchases comes from this premium inventory.

But that's not all. In addition to its premium publisher relationships, Criteo's engine enables it to serve ads to users throughout the full buying funnel, allowing it to deliver sales even from users who did nothing more than visit a homepage, for example. This capacity to drive sales from low-engagement users was another reason Sykes Cottages was able to get scale and opportunity from its retargeting efforts.

Within the first three months of the campaign, Sykes Cottages had doubled its Performance Display investment, but actually decreased its cost of sales by 6%.

Sykes Cottages was so happy with the returns that they further increased their investment with Criteo in 2014. In the first two months of the year, Sykes Cottages spent three times as much as they did in the same period in 2013, while staying well within their strict CPA targets.

After all, "it's not about how much you spend," Tom Lowe points out. "It's about spending until every penny you spend still brings you more than a penny."

\*According to comScore, 82% of UK internet users were exposed to Criteo ads in March 2014

## See what works

See more proof that performance works at [Criteo.com](http://Criteo.com)



## The value

Unmatched reach: 70% premium inventory, first-look access to users

Superior engines allowing Criteo to deliver value at scale  
Volume and value: double the investment, but a 6% decrease in cost of sales

Unique ability to deliver sales even from low-engagement users



*We started working with Criteo late last year prior to our peak period, and the results have been incomparable to our previous online display activity. The uplift in volume has enabled us to significantly increase the number of bookings delivered through performance display, while retaining a comparable CPA. I'm now confident that we are working with the best possible solution."*

Tom Lowes - Online Marketing Manager, Sykes Cottages