



Major Electronics Brand Includes Personalized Retargeting to Optimize Customer Online Shopping Experience

Renowned Consumer Electronics E-retailer Expands Online Marketing Program Beyond SEM

Company Profile

- Industry: Consumer Electronics
- Online & Catalog Retailer
- Over 50K in-stock products
- 20+ years industry expertise

Retargeted customers are 70% more likely to complete a sale than nonretargeted customer

Business Opportunity

A global consumer electronics Top 25 Internet Retailer with a direct online catalog inventory of over 50,000 in stock products with an emphasis on mail and web orders was looking to expand their online marketing tactics to increase conversions and order sizes. More than 95 percent of visitors who browse leave before making a purchase. Knowing that retargeted customers are 70 percent more likely to complete a sale than non-retargeted counterparts, the advertiser chose Criteo to execute a highly relevant and personalized retargeting campaign.

Why Criteo

Criteo's delivers personalized dynamic banners ads created in real-time for each visitor who left this clients website. Each banner was created on-the-fly featuring previously viewed and recommended products based on that visitors browsing history on the site. Criteo works directly with publishers, ad networks and exchanges; therefore, the client was able to reach more users than any other retargeting solution.

Results

With Criteo's personalized retargeting technology, the advertiser ran a personalized retargeting campaign that resulted in incremental sales and exceptional ROI. Results below reflect 30 days of post-click data.

- 30M impressions driven through the retargeting campaign
- Drove over \$1M in post-click Sales
- Cost of Sale (COS) = 5.7% (exceeding goal by more than 30%)