

“We’ve tested a few other display ad remarketing service providers and Criteo is the first to transparently pencil out as a costeffective performer. We prefer Criteo’s adjustable CPC model because it gives us flexibility to calibrate ROAS seasonally and we have greater control over our ‘impression win percentage’. On top of that, Criteo’s dynamic creatives have significantly outperformed other static models that we’ve used.”

Erick Barney
VP Marketing,
Motorcycle Superstore.



Motorcycle Superstore Revs Up their Customer Online Shopping Experience with Personalized Retargeting

Prominent online e-retailer reaches ROAS goals with performance driven display ads

Business Opportunity

Motorcycle Superstore, the premier online e-retailer of motorcycle accessories and gear, was looking to expand its performance marketing strategy. After testing a number of retargeting services, they were looking for a retargeting vendor that truly charged only for performance with full campaign transparency and no wasted impressions.

Why Criteo

Criteo’s scalable 100% dynamic personalized retargeting solution provided exactly what they were looking for. By working with Criteo on a pure CPC model, Motorcycle Superstore experienced true ROI and the flexibility to optimize their campaign in real-time. The solution enabled Motorcycle Superstore to retarget individuals that previously browsed the retailer’s site with relevant display banners featuring products that the website visitor previously viewed.

Results

By coupling Criteo’s personalized retargeting technology with a pure CPC business model, Motorcycle Superstore was able to accelerate full speed ahead. Results below reflect 30 days of post-click campaign data.



Company Profile

- Industry: Automotive
- Founded in 1998
- Top 200 Internet Retailer
- www.motorcycle-superstore.com

- 10M impressions driven through the retargeting campaign
- Average CTR of 0.75%
- Drove approximately \$400K in incremental post-click sales

