Criteo delivers across-the-board performance lift for JD Williams —at 24% lower Cost of Sale

The results

▲ **+36%**
Revenue

▼ **−24%**
Cost of Sale

Clothing retailer's test of the new Criteo prediction engine boosts revenue, conversions and new customers.

JD Williams & Company Limited is the UK's leading direct home shopping company, operating numerous successful catalogue brands offering clothing and other products to consumers of all ages and sizes. The company sustains a multi-channel advertising strategy including TV, PR, PPC, Affiliate, Display and Direct Mail paired with CRM programmes.

The JD Williams brand specialises in the area of an inclusive size range offering fashion regardless of size, the brands goal is to dominate the over-50s fashion retail market over the coming years, requiring significant growth in new customers and sales per customer.

The enhanced Criteo engine has provided a significant performance boost when benchmarked against the previous generation, and the improved functionalities opened up a number of new, interesting and exciting opportunities for us to explore in the future. Even in our preliminary tests, we've been able to see a 9% lift in conversions and 36% higher revenue. And best of all, we get all this additional performance at no additional cost to us."

Caroline Briggs, Advertising Manager at JD Williams

The challenge

A significant percentage of JD Williams' ad budget is dedicated to performance display marketing—and relevance is key. The retailer's performance display ads must drive conversion by displaying the products that will have the most interest and relevance for each user. Its performance ads typically performed well against other online channels in terms of overall cost-of sale based on post-click attribution. But the company was also seeing a higher cost per customer than most other channels. To push toward its growth goals and improve its cost per customer metrics, JD Williams ran a trial of the newly enhanced Criteo prediction engine, which was to deliver an increase in sales, revenue and new customer volumes while remaining within its COS targets. It was a tall order; but it is also precisely what the new Criteo engine is designed to deliver.

The solution

The recently enhanced Criteo technology shatters previous performance thresholds by bidding on the predicted likelihood that a user will both click on an ad and then purchase on the JD Williams site, thereby reaching more buyers at the same cost per sale. The new engine rapidly gauges user intent and delivers effective, instantly personalised messages, banner components and product recommendations based on past behavior and predictive analytics.

The enhanced engine has been shown to boost the overall performance of the Criteo platform with an average 38% increase in sales. Deploying the new system was seamless for JD Williams. No code changes were needed, and the campaign running off the enhanced engine went live in a matter of days.

The results

The new Criteo system delivered exactly the results this client was looking for and then some. After just a few weeks, the JD Williams team was seeing significant increases in performance across all metrics.

Even more impressive, COS was reduced by 24 %, while demand, conversion rates and new customer numbers all went up.

For higher performance at lower COS, test drive the new Criteo prediction engine now.

See what works

See more proof that performance works at Criteo.com

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