

Betabrand expands reach and triples return on ad spend by switching to Criteo.



The results

 +350%

Return on ad spend

 +50%

sales from cross-selling



Criteo has helped us rethink our remarketing. We used to focus on specific URLs and the few offers we had. Now, we think about the entire customer journey and how to effectively move shoppers from upper funnel to point of purchase.
Julian Scharman, Head of Customer Acquisition

The challenge

Betabrand is an innovative San Francisco-based clothing company that produces its own line of crowd-sourced designs. Would-be designers submit their original creations into Betabrand's Think Tank, where they can be crowd-funded into prototype and eventual production.

Betabrand prefers to work with a single performance display advertising partner and had been working with one of the largest for about three years. However, they were limited in the number of products they could

showcase in a campaign and were relegated to running campaigns that showed just a few promoted products, which failed to take into account the users' full journey on site.

With thousands of items to offer its customers, the e-tailer wanted to find a way to feature more of its products in ad creative without creating thousands of individual ad units.

At the same time, they didn't want to abandon their current partner without positive proof there was a better solution — so they conducted a head-to-head test with Criteo.



The solution

Betabrand was familiar with Criteo based on great results that similar-sized e-tailers were getting from its performance marketing solution. Betabrand also knew that Criteo worked on a strictly CPC model, which provided flexibility. Most importantly, Criteo's dynamic banners offered the ability to showcase a virtually unlimited range of products in their campaigns personalized to an individual's past browsing behavior.

Betabrand put Criteo head to head with their legacy partner, splitting the cookie pool to ensure a fair test and clear front runner. The results were remarkable, Criteo's performance advertising delivered 3.5 times the return on ad spend over their existing partner.

Based on that performance plus the enhanced creative, ability to quickly scale the campaign, and workflow features of Criteo's solution, Betabrand switched to Criteo and has never looked back.



The results

Today, Criteo is among Betabrand's top-performing online advertising channels and consistently delivers +350 percent return on ad spend over Betabrand's legacy partner. With Criteo's dynamic creative and Product Recommendation Engine, the e-retailer can now serve thousands of dynamic creative versions, automatically optimizing product, message and image combinations to maximize performance and provide targeted recommendations. Nearly 50 percent of Betabrand's online sales now come from products that shoppers' had not previously viewed.



See what works

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

