

Kupivip nearly doubles sales by using Criteo to boost customer loyalty



The results

▲ 73%

Uplift in sales generated by display ads

▲ +17%

Average revenue per user generated by display ads

Kupivip is one of the largest online fashion retailers in Russia, serving 1.6M unique users. The site sells thousands of fashionable clothing brands, shoes and accessories at deep discounts.



"We are happy with our partnership with Criteo. Its technology and constant optimization always allow us to reach our goals."

Bagautdinov Gafur, Head of AffiliateKupiVIP.ru



The challenge

Russia's current economic conditions have retailers fiercely competing for every ruble. This also means that shoppers are looking for the absolute best deals, which is good news for bargain retailers such as Kupivip.

To stand out from its deep-discount competition and increase revenue, Kupivip wanted to maximize customer engagement, increase shopping frequency and optimize basket value per user – without adding additional costs.

The solution

Kupivip had been running prospecting campaigns with Criteo since July 2014. The retailer decided to build on that acquisition strategy and launched Criteo performance campaigns targeting existing customers in September of the same year. The goal was to expand revenues, maintain current costs, and use performance advertising to both get new customers in the door and encourage them to return, spend and return again.

Powered by the Criteo recommendation engine, Criteo ads retargeted Kupivip customers with highly relevant and personalized ads based on past browsing and purchasing behavior and interests. This kept Kupivip top-of-mind for consumers so they would return to the retailer site vs. one of the many others competing for sales. And by offering up relevant product recommendations, it encouraged additional sales to boost average spend per user.

In addition, in February 2015, Kupivip launched a mobile performance display campaign to capture more sales from mobile users.

With this multi-pronged Criteo strategy, Kupivip is able to spark interest with new consumers and sustain loyalty and revenue over time – even in a challenging retail environment.

The results

With Criteo ads now targeting prospects, existing customers and mobile users, Kupivip was able to increase both new and repeat sales. Sales grew X1.7 from December to March 2014 while sustaining or in many cases reducing Kupivip's cost of sale.

What's more, average revenue per user increased as soon as the campaign was optimized, increasing by an impressive 17% in just a few months.

