

Soft Surroundings

my time. my place. my self.

Soft Surroundings' sales up 7X thanks to Criteo display and Facebook ads.



THE RESULTS



Criteo performance campaigns gave Soft Surroundings a phenomenal Q4 in 2015, with dramatic increases in clicks and sales, strong performance from Facebook ads, and great consumer response on social media.



// Criteo is the only sales pitch we've heard in a long time that actually performed as they promised.

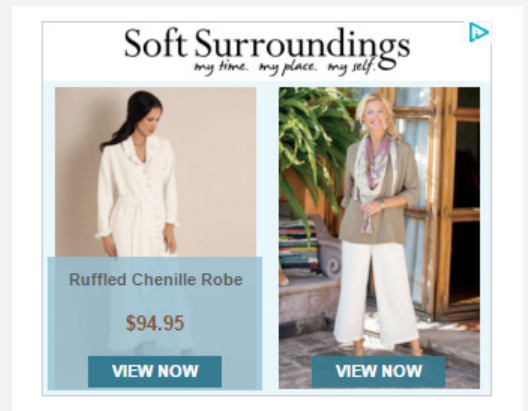
- Jennifer L. Rector, Ecommerce Analyst at Soft Surroundings



THE CHALLENGE

An online and catalog-based retailer of women's fashion and fine bedding, Soft Surroundings has historically seen solid results and steady growth from display performance marketing. But in early 2014, both reach and sales began to flatten.

The company partnered with Criteo to expand the scale of its display retargeting, grow overall online sales during its peak end-of-year season, and tap into social inventory to further extend reach.



THE SOLUTION

The Criteo team implemented a combination of dynamic product ads and Facebook campaigns for Soft Surroundings. During the all-important holiday season, the Criteo team managed bids day-to-day and even hour-to-hour during the highest volume periods to ensure Soft Surroundings' campaigns were fully optimized.

This attentive management and expanded mix of channels not only dramatically increased traffic and sales for this retailer, it also helped generate a positive wave of comments, likes and shares on social media. In fact, Facebook Dynamic Product Ads drove 20% of Criteo post-click sales for Soft Surroundings during Q4 2015. The success of its retargeting campaigns has made Soft Surroundings a firm believer in the power of the Criteo engine. It has since implemented the full suite of Criteo products and is an avid beta tester and first-adopter of the latest Criteo technologies.

