ask me bazaar .com

ASKMEBazaar identified performance marketing as the key to translating web and mobile web traffic to conversions. Since adopting Criteo's proprietary advertising technology ASKMEBazaar has doubled its transactions and revenue.

THE RESULTS

↑ **2x**
Increase in Sales

↑ **50%**
Increase in Conversion Rates

↑ **2x**
Increase in Marketing ROI

ASKMEBazaar evaluates a marketing channel's ROI by examining how it improves sales acquisition and overall revenue. The company started working with Criteo in November 2015 and in a span of three months, Criteo's performance marketing solution had already delivered a 2x increase in platform transactions; 2x increase in gross merchandise volume (GMV); a 50 per cent increase in conversion rates; and an overall 2x increase in marketing ROI.

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Criteo's performance marketing solution drives actual, measurable results. It has also outperformed the other retargeting tools we've used by at least 40 per cent 60 per cent of customers do not make purchases on first visit and Criteo has helped us successfully re-engage and convert a significant number.
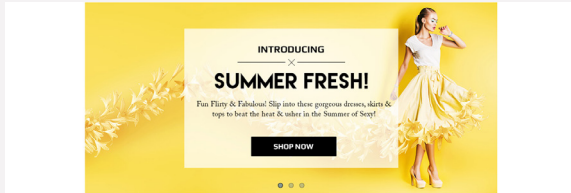
In this sense. retargeting is the new sales; and Criteo's solution is a key sales acquisition tool for the AskmeBazaar platform.

- Manav Sethi, Group Head- Marketing & Digital Platforms, ASKMEBazaar

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BACKGROUND

AskmeBazaar.com is India's largest online marketplace for sellers and buyers to transact. Launched formally in July 2014, ASKMEBazaar gets about 40M visitors and 90M searches on monthly basis. Some 0.2M sellers have been hand-holded to open their online storefronts and today this marketplace boasts of some 7M SKUs listed since launch.

INTRODUCING
SUMMER FRESH!
Fun Flirty & Fabulous! Slip into these gorgeous dresses, skirts & tops to beat the heat & usher in the Summer of Sexy!

SHOP NOW

"One of our main struggles was identifying which customers were visiting our platform but not buying.

We then had to find a way to engage each individual when he or she was ready to make the purchase. This required technology that could effectively engage and inspire purchases among multiple users at the same time.

– Arun Mathews, Group Head, Digital, ASKMEBazaar"

THE CHALLENGE

ASKMEBazaar allows its sellers to list their products for free and advertises on their behalf. It generates revenue by charging a transaction fee of the selling price for each product successfully sold on its web or mobile web platforms.

To remain profitable through this business model, ASKMEBazaar needed to derive quantifiable returns for its free services and advertising spend. Converting visits into sales was even more challenging for ASKMEBazaar due to consumers'

increasingly complex paths to purchase. Based on their observation of consumers' purchase behaviours, they found that users would conduct research and browse similar offerings across different websites and devices, before eventually settling on a particular purchase.

In the highly-competitive local eCommerce industry, this meant that a high volume of online traffic would not necessarily translate to increased transactions.

THE SOLUTION

ASKMEBazaar decided that it required a more advanced retargeting tool, one with the ability to compute an individual's readiness to purchase by assessing factors such as online navigation patterns, geographic locations, seasonality, and what they were adding to 'shopping carts,' before delivering timely, personalised ads to boost online revenue at optimal costs.

Criteo's performance marketing solution leverages machine learning technology, which enables it to serve ASKMEBazaar visitors with personalised

ads or product recommendations in real-time. Criteo's dynamic ad template also automatically selects the ad format and layout that is designed to drive higher engagement.