



Criteo dynamic retargeting helped Yeppon increase daily sales and convert abandoned carts via Facebook's desktop and mobile inventories.



THE RESULTS

↓ 16%
Cost of sale

↑ 21%
Sales

↓ 12%
Cost per order

By adding Facebook Dynamic Ads to its existing Criteo Dynamic Retargeting campaigns, Yeppon generated +21% incremental sales from new product discovery at 12% lower cost per order. Indeed, Criteo's integration with Facebook Dynamic Ads allowed Yeppon to reach new customers and capture purchase intent across the entire shopping journey when they were most likely to convert while reducing by 16% the cost of sale.



Criteo ability to optimize to brand metrics such as consideration in real time proved to be a significant asset to our online advertising. They were a key partner in helping Yeppon drive consideration among customers new to the Yeppon brand and engage the next generation of buyers and loyalists.

- Danilo Longo, Commercial Director
YeppOn.it



THE CHALLENGE

Yeppon is a Consumer Electronics Retailer that has been running Criteo campaigns for the past three years with a focus on Return on Investment and on increasing overall order value generated via the display channel

To boost overall sales and increase customer acquisition, Yeppon wanted to expand its Criteo Dynamic Retargeting campaign to Facebook Dynamic Ads.



THE SOLUTION

Criteo Dynamic Retargeting evaluates each shopper's journey across thousands of publishers, and devices, in order to assess purchase intent, and precisely predicts the optimal personalized offer to display on Facebook for maximum sales conversions - all in real time. With the full capabilities of the Criteo Dynamic Retargeting integrated with Facebook Dynamic Ads, Yeppon is able to leverage our proven programmatic technology across Facebook's properties, converting new customers and increasing sales across desktop and in-app.



WHY CRITEO

1 Increase Performance
Analyzes an individual's purchase intent across the entire shopping journey.



2 Efficient Spend
Optimizes Facebook bids to maximize purchases and reduce cost.



3 Complete User Path
Captures the full user journey based on direct relationships with 17,000 publishers, increasing conversions.



4 New Product Discovery
Predictive algorithm drives up to 28% of sales from new products across the advertisers entire catalog.

