DIAGEO

Diageo, a global leader in beverage alcohol, ran an initial test campaign with Criteo Sponsored Products that saw strong share of sales growth and Return on Ad Spend (ROAS). Its first full-year programme, they were seeking to incorporate key insights into their new campaign in order to drive even higher returns to grow market share.

THE RESULTS

↑ **90**m
Impressions

↑ **40**x
Increase in Return on Ad Spend (ROAS)

↑ **40**%
of Returns from Cross-Sell campaigns

Diageo generated nearly 90 million impressions online via Criteo Sponsored Products, driving both sales and brand awareness. ROAS was an astounding 4,000%, more than double that of their initial campaign during the same time frame in 2014. More than 40% of the attributable Criteo sales came from the cross sell areas, sales that would not have been possible without Criteo Sponsored Products. Individual product lines, like Baileys and Smirnoff, saw returns of up to 6,000% ROAS off already-strong base sales.

.Ideas

" Criteo continues to deliver incredible results across the Diageo portfolio, with their total client focus and strategic recommendations. They've given us a true competitive advantage both throughout the year and during key trading periods. Cross Sell was a brilliant idea for our impulse-driven category.

**– Jan Wong, eCommerce Manager** "

THE CHALLENGE

Diageo, a global leader in beverage alcohol, had run an initial test campaign with Criteo that saw strong share of sales growth and Return on Ad Spend (ROAS). Moving into the first full-year programme, they were seeking to incorporate key insights into their new campaign in order to drive even higher returns to protect and grow market share.
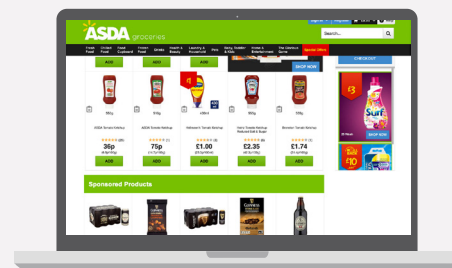
THE SOLUTION

Given existing strong organic positioning within ecommerce listings in their core categories, Criteo recommended Cross-Sell opportunities (i.e placements outside of the Spirits Category) using the Bid Multipliers functionality, where brands can increase or decrease campaign Cost-per-Click (CPC) bids for different ad placement types. Both standard and Cross-Sell bids enabled comprehensive ad inventory placements across Category, Department, Aisle and Shelf page types to ensure consumer reach throughout their shopping journey, including both Search and Browse based shopping missions.
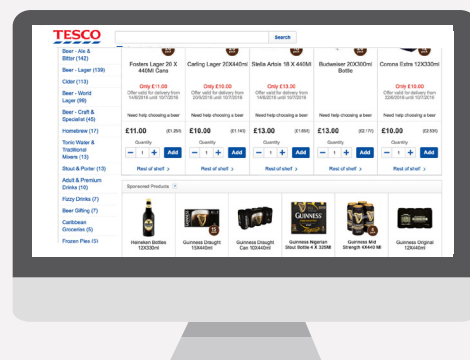
HOW IT WORKS

1 Fund Your Account
Funds appear in your account within 24 hours.

2 Choose Campaign Products
Select SKUs to engage shoppers as they browse across ecommerce sites.

3 Place Bids
See your ads live on retail websites in minutes.

4 See 360° of Attribution
Connect shoppers with their purchases across a network of 50+ retail sites.