Compressionsale.com

Predictive Search lifts conversions by 57% for Compressionsale.com in 90 days, reducing CPA by 25% and unburdening a busy team.

THE RESULTS

↓ **25%** CPA

↑ **53%** Conversions

BACKGROUND

For 30+ years in the medical supply field, Compressionsale.com has offered a range of compression stockings to encourage foot and leg comfort, proper circulation, and overall podiatric health. Over the years, Compressionsale.com has built a large online business, primarily using paid search and remarketing to drive business. While its team had a deep knowledge of what brands and products sold well, the sheer complexity of Google Shopping prevented Compressionsale.com from translating that expertise into growth. With a very small web team, it was hard to find the time to make all the adjustments required to grow.

> **"**
> We are thrilled to have someone other than ourselves manage Google Shopping for us, while also driving better performance. The fact that this management comes through a predictive technology that adapts to changes in our product set and our user behavior is even more encouraging. To top it off, the team ensures that we are up to speed on performance trends. We are so happy we chose to beta Criteo Predictive Search and will continue to be a customer going forward.
> **"**
>
> *Art Lisserman, CTO, COMPRESSIONSALE.COM*

THE SOLUTION

Criteo Predictive Search automatically leveraged Compressionsale.com's entire product set and user behavior data to develop significantly more robust Google Shopping campaigns that targeted both products and users with precision. Within 90 days of piloting Criteo Predictive Search, Compressionsale. com was seeing 53% more conversions at a 25% lower CPA. In addition to driving performance, Criteo remained dedicated to customer experience, ensuring that the Compressionsale.com team was up to date on campaign performance trends.

HOW IT WORKS

Responsive campaigns

Criteo Predictive Search automatically maintains all aspects of Compressionsale.com's Shopping campaigns at the most granular level possible. The technology intelligently creates campaigns at the SKU level, while also dynamically maintaining budgets, bid modifiers and settings with accuracy.

End-to-end management

Compressionsale.coms leveraged Criteo's full end-to-end feed management for Shopping campaigns. The solution delivers enhanced feeds to Google and encodes catalog data for more intelligent bids, reducing the numbers of errors they receive, and ensuring Compressionsale.com's products are visible in Google Shopping.

Advanced remarketing

By implementing Compressionsale.com's first remarketing lists (RLSA), Predictive Search targets users based predicted value. The technology generates and maintains granular user lists for RLSA, updating lists and bid modifiers as user behavior and value changes.

Predictive bidding

Prior to partnering with Criteo, Compressionsale. com manually set product bids at the brand level, focusing only on their nine top brands. With Criteo, they now employ SKU-level bids, each of which fully reflects historical performance of the product, and signals including category, brand, price point, query, and device. This is a level of granularity, intelligence and scale that the in-house team could not have maintained on their own.