

Criteo partnership and platform help Fragrance.com continually increase online performance



The results



“Criteo is a valued partner for us – an extension of our own team. They work with us to evolve how we’re doing things and introduce new solutions like advanced optimization capabilities and enhanced support for mobile devices in order to drive incremental sales.”

Michael Nadboy, VP of Online Marketing

The challenge

Fragrance.com was created to provide access to the largest inventory of genuine brand-name fragrances, skincare, candles, aromatherapy and more at the lowest possible prices. In 2010, it launched a partnership with Criteo to extend that strategy to display advertising.

“Criteo enabled us to use display ads to maximize the experience customers have on our site. We are able to re-engage with our audience by delivering products they purchased, browsed or complementary products to bring them back” says Michael Nadboy, VP of Online Marketing at Fragrance.com.

But that was just the beginning. Over the years, the Criteo platform has enabled Fragrance.com to continually innovate, boosting campaign efficiency and scale.



The solution

Criteo's ongoing innovations have allowed Fragrance.com to better reach potential buyers at the right place and time, seamlessly across devices.

Fragrance.com was an early adopter of Criteo's enhanced optimization engine, which discovers automatically which users are most likely to convert and optimizes bids accordingly in real-time. This enabled Fragrance.com to move away from manually setting individual CPCs for different customer segments. Within two months of implementation, this innovation doubled click and impression volumes, and resulted in 70% higher revenue and orders compared to the prior six months - all while keeping cost-of-sales on target.



The addition of new mobile capabilities to Criteo's display platform also offered Fragrance.com a privacy-friendly solution to expand reach in mobile browser environments that exclude third-party cookies, such as Safari. By pairing this targeting capability with Criteo's dynamic HTML banner formats, Fragrance.com was better prepared to capture conversions from the growing number of consumers purchasing on mobile devices.



The results

According to Michael Nadboy, VP of Online Marketing at Fragrance.com, Criteo exceeded expectation and has helped Fragrance.com to maximize every opportunity to drive conversions.

The Criteo partnership, platform and outstanding customer service have helped Fragrance.com achieve gains across all metrics.

Compared to the six months before implementing advanced optimization (which, notably, spanned sales peaks such as Valentine's Day and Mother's Day), reach, volume, view-through conversions and revenue all increased considerably, without increasing cost-of-sale or CPA.

The numbers

- ▶ +100% click and impression volumes for mobile & desktop
- ▶ +70% increase in revenue
- ▶ +70% increase in order volume
- ▶ Conversion Rate: 6.3%

Implementing enhanced support for mobile devices has resulted in significant lift in mobile sales performance, too. Results for lift on iPhone devices alone include:

- ▶ +103% increase in clicks
- ▶ +165% increase in sales
- ▶ +152% increase in order values

See what works

- ▶ See more proof that performance works at Criteo.com