



Fragrance.com garners more Facebook clicks and sales on mobile with Criteo.



## The results

 +88%

Increase in incremental clicks

 +68%

Increase in incremental sales



“Criteo made DPA (Dynamic Product Ads) remarkably easy for us, handling everything from setting up audiences to building the creative. With the results we obtained in beta testing, DPA will remain part of our ongoing performance marketing strategy.”

— Michael Nadboy, VP of Online Marketing

## The challenge

Fragrance.com carries the largest inventory of genuine brand-name fragrances, skincare products, candles, and aromatherapy online and is always looking for new and improved ways to engage with its customers. The company is especially eager to increase conversions from the growing number of consumers purchasing on mobile devices. That’s one reason Fragrance.com signed as one of the early beta testers of Criteo’s Dynamic Product Ads (DPA) solution on Facebook.



## The solution

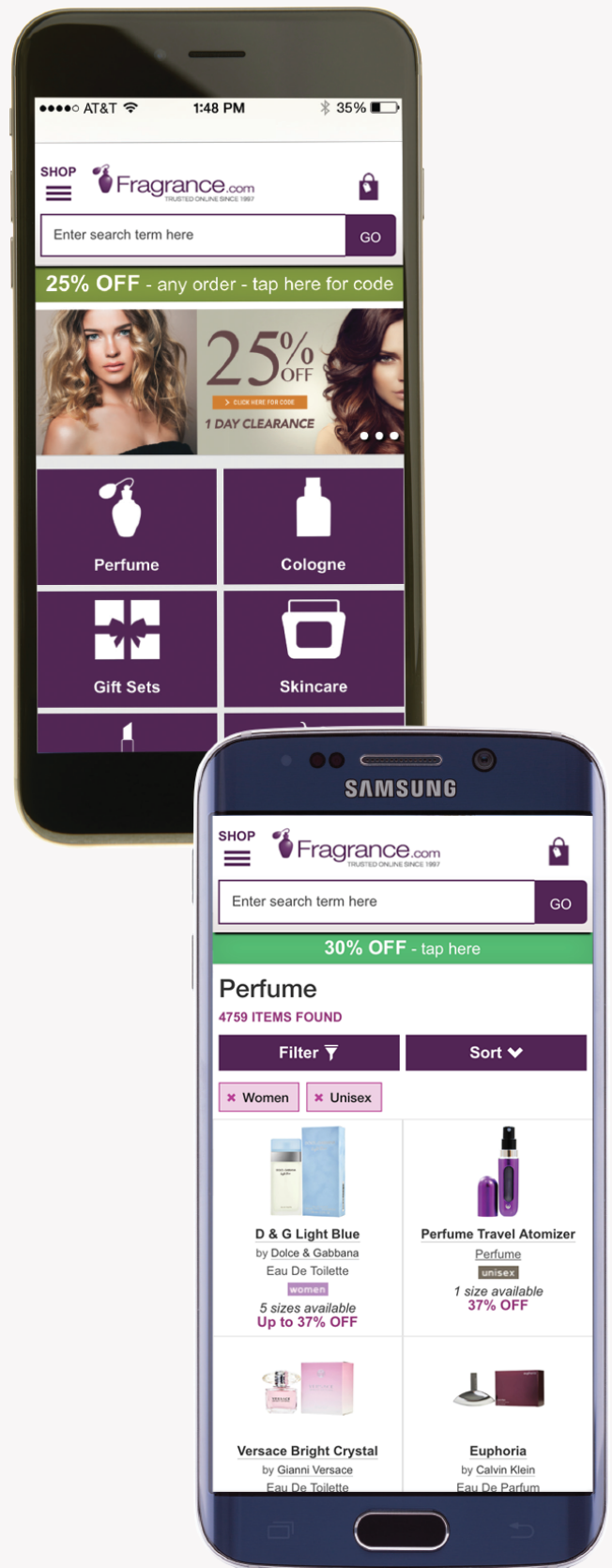
Launched in April of 2015, Criteo's DPA-compliant product feeds give Fragrance.com access to a significantly greater portion of Facebook mobile inventory. Criteo is the only DPA partner to offer user-level product recommendations, ensuring a highly personalized ad experience for Fragrance.com's audience. And like all Criteo campaigns, every impression is priced on a cost-per-click basis and optimized in real time toward cost-of-sale goals.

## The results

Fragrance.com's DPA campaigns improved both click and sales performance just 30 days after launch. Mobile DPA campaigns resulted in:

- +88% incremental clicks
- +68% incremental sales

## See what works



See more proof that performance works at [Criteo.com](http://Criteo.com)