How Electrolux boosted its market share with Criteo

By targeting users that have expressed an intent for washing machines on Darty.com, Criteo enabled Electrolux to increase its visibility and brand awareness on this target audience by featuring Electrolux & Darty co-branded banners.

OVERVIEW

+30%

Market share on featured products

+107%

Share of voice for Electrolux's featured products

84%

Of clickers had never seen the products before

Criteo enabled Electrolux to significantly increase its visibility and brand awareness to its target audience

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«Criteo teams are proactive and attentive. They rapidly understood the challenges related to our sector and suggested effective solutions to increase our share of voice. They guided us in the message creation and its push "at the right time"; which enabled us to increase brand awareness by more than 100% on the targeted products.»

*Carole Ginda – Head of Digital – Electrolux*

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CO-MARKETING SOLUTION

Thanks to historical relationships established with retailers like Darty, Criteo offers brands the ability to increase their visibility towards target audiences on a given product category. In this way, Criteo makes this audience available to brands, and addresses them with co-branded banners between the brand and the retailer.

Step 1   Step 2   Step 3

HOW IT WORKS
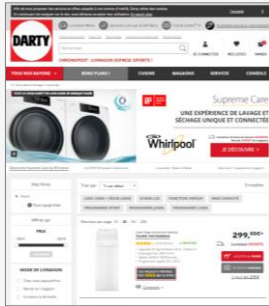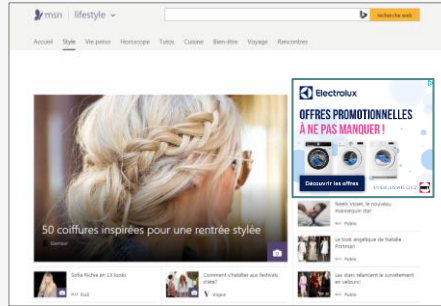
1 Target identification

Criteo identifies the targeted user on one or several retailer sites

2 Banner setup

Criteo develops dynamic co-branded banners : brand / retailer

3 Campaign

Criteo features a precise selection of products and redirects clickers on the product page on the retailer's website

4 Reporting

We measure and report KPIs about user's behavior

RESULTS

Beyond the positive impact on featured products on the banners, we registered an increase of traffic and sales on every Electrolux product present on Darty.com

+44%

Increase in sales on every Electrolux washing machine referenced on the website

x4

Electrolux washing machines sold on the retailer's website compared to the whole product category