

Case Study: Retail

Objective:

A nationwide bridal retailer's heavy season falls between January and April; to prepare, they front-load the year by devoting a large amount of their advertising dollars to those months. The retailer must capitalize on as many visitors to its Web site as possible in this period in order to maintain its leadership position.

A leading interactive advertising agency looked to implement an advertising program that would increase the bridal retailer's conversion rate and drive visitors back to the site, creating a second chance for sales. While the company had offered special incentives in the past, they wanted to do more to reach users as soon as possible after visiting the site, when their interest and intent were clearly demonstrated.

Solution:

To meet the retailer's objectives, the agency suggested a re-targeting campaign using the AudienceScience Targeting Platform™. Working with AudienceScience, the agency developed a one-month campaign that delivered relevant advertising across sites in the AudienceScience network to any user who visited the company's site and did not make a purchase or register.

Since the retailer doesn't typically advertise on smaller wedding Web sites, the AudienceScience re-targeting campaign enabled the company to expand their overall presence at a critical point in the purchase cycle.

Results:

In the month of February 2007, AudienceScience delivered more than 40,000 people back to the retailer's site and achieved an astounding conversion rate of 15 percent—with a one-day conversion rate high of 33 percent.

In addition to the great conversion rate, the AudienceScience campaign met the agency's cost goals, nearing three dollars per registration—a return on investment (ROI) of 126 percent based on value per customer.

Based on the re-targeting campaign's success, the agency and the bridal retailer plan to expand use of the AudienceScience re-targeting solution during both the peak season and throughout the year.

Results

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- ROI of 126% based on value per customer

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

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