

High-End Retailer Shatters CTR Goals

Overview

An upscale retailer wanted to use both programmatic pre-roll video and display ads to target male and female shoppers interested in clothing and shoes. It enlisted the help of programmatic to more precisely target its audience, improve its overall advertising performance, and achieve a 0.10% CTR.

Solution

The team developed a comprehensive strategy of Category Contextual targeting, Search Retargeting, Site Retargeting, Facebook Newsfeed, and mobile geo-optimization. The campaign featured a blend of display and pre-roll video creatives to maintain consistent branding and promote special collections, seasonal changes, and sales. The team and our multivariate algorithms continually optimized the campaign after launch by fine-tuning keywords and categories, filtering domains, adjusting frequency capping, and programmatically shifting budgets to the highest-performing tactics.

Results

Over the year-long campaign, we delivered a CTR of 0.24%, greatly exceeding the initial CTR goal of 0.10%. Additionally, the video creative experienced a successful video completion rate (VCR) of 72%.

Results

\$72% VCR

Campaign Result

\$.24% CTR

Campaign Goal

Category

Retail