



An online retailer wanted to reach new customers in-market for electrical goods and drive them to their site to purchase

1. BUILD CUSTOM PRODUCT SEGMENTS

The client defined nine distinct product categories and our real-time data planning tool, Architect™ developed different audience profiles for each.

2. CREATE DYNAMIC AD CONTENT

Using product, image and price feeds supplied by the retailer, our DCO dynamically populated ads with the client's top 200 products.

3. TARGET USERS WITH RELEVANT PRODUCTS

New users identified as in-market for a specific product category were delivered ads populated with images and information that were created in real-time.

4. CAMPAIGN RESULTS

Targeting users who had never visited the site, Crimtan drove

1841

in one month

100%

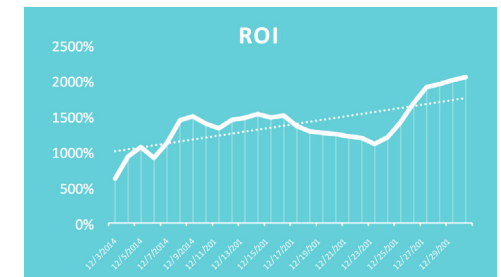
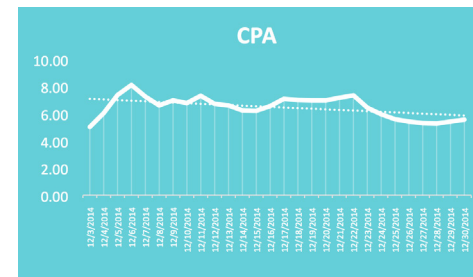
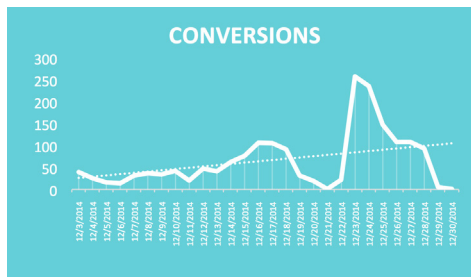
Conversions up

CPA

Below target

50%

ROI improved



5. CAMPAIGN INSIGHTS



Best performing segments were Shopping, Computers & Home Electronics and Active Youth



Melbourne produced the best CPA but Sydney drove the highest number of conversions



The top performing times were Friday to Monday between 19:00 and 22:00