

Case Study

Home Furniture Store

A home furniture store in Ontario wanted to improve the efficiency of their display investment by driving high quality leads to their website and maximizing overall return on ad spend. Audience Solutions was tasked to report on the customer's path to purchase and generate the highest ecommerce revenue possible for the advertiser.

Strategy

Audience Solutions used a retargeting strategy to bring users back to the client's site to complete a conversion. In addition to the client's generic retargeting creative, Audience Solutions built a dynamic display ad unit that pulled in product information from the client's site. Customers were then dynamically remarketed with ads that featured the products remaining in their shopping cart and products viewed on the client's site.

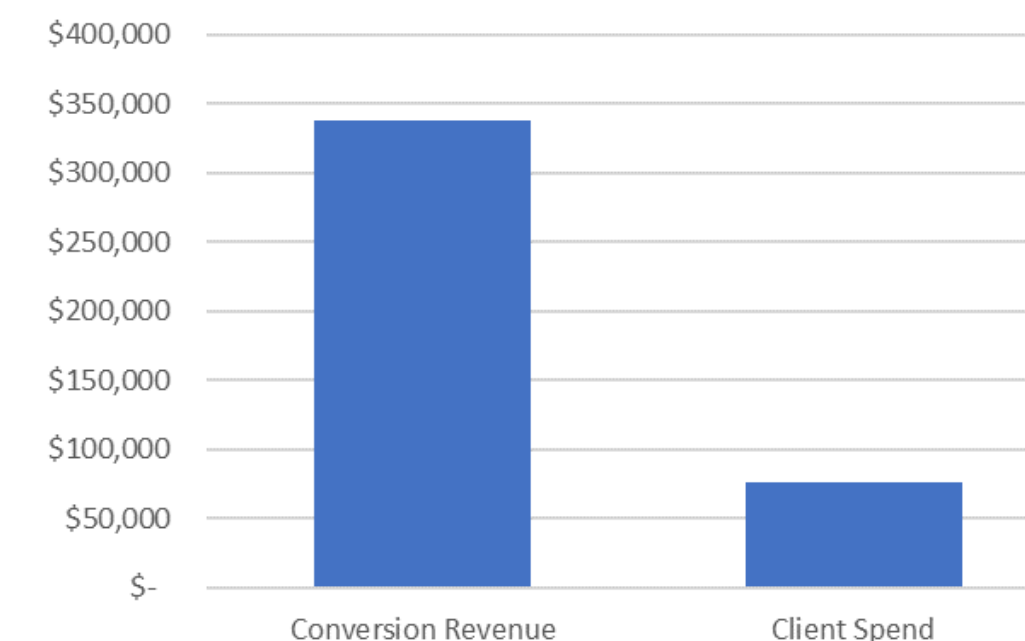
Path to Purchase

- The majority of users looked at up to 9 items before making a purchase
- 47% of items purchased were one of the first 3 products customers viewed
- On average, those who clicked on a dynamic ad looked at 6.4 products before proceeding to checkout
- Those who clicked on a generic ad looked at an average of 17 items before making a purchase

Results

- Audience Solutions generated nearly \$350,000 in ecommerce sales using both generic and dynamic creative
- High return on ad spend was achieved through both display tactics: 2.96 for generic and 8.44 for dynamic
- Although both strategies drove strong conversion revenue, those who saw a dynamic ad converted 2.6x earlier than those who saw a generic ad

Total Revenue vs. Total Spend



2.96

Return on ad spend for generic creative

8.44

Return on ad spend for dynamic creative



Data analyzed from Nov 2016-May 2017