Sizmek Programmatic delivers 48% more revenue for department store chain in Latin America

**GOAL**
Generate online sales and increase brand awareness

One of the largest department store chains in Latin America (85 stores in 17 shopping malls) wanted to increase its sales significantly for a special weekend sale. Because the sale was occurring in such a short timeframe, this retailer needed a concentrated communication plan to build awareness and excitement quickly and reach a high volume of users. The campaign had to both get the word out in conjunction with TV and print, and drive customer engagement and sales throughout the weekend.

The retailer turned to Sizmek Vantage, the trading services team that develops and implements programmatic campaigns, to create an efficient prospecting and retargeting program.

**The challenge:** Focus on the narrow four-day conversion window and determine the optimal pacing and creative needed to target customers wherever they were in the purchase funnel.

Sizmek Vantage decided to go large and wide with setting up campaign strategies and creative versions, and then hone in, retargeting using successful signals from dynamic creative ad versions. The team focused on targeting the major exchanges, including Google AdX, Facebook Exchange, Microsoft, and RMX. They then optimized toward the best-performing domains, setting specific retargeting recency windows and excluding nonperforming data from both contextual and behavioral segments.

**SOLUTION**
Leverage keen insights across in-market ad inventory, optimize targeting windows, and apply precise data
By the end of the campaign, Sizmek Vantage had served 17MM+ impressions to targeted audiences during the four-day sale period. This generated 11.8K clicks and 1.1K+ conversions, which resulted in **48% more total revenue** than the retailer’s goal, soundly beating agency and client expectations.

- **Cost per acquisition came in 34% less than expected.** Combining programmatic and dynamic creative helped the retailer curtail costs.
- **The retailer experienced 50% return on ad spend (ROAS).** The power of data and personalized creative resulted in significantly more ROAS than goal.
- **Retargeting with personalized creative drove weekend sales conversions 157% over goal.** Dynamic creative’s customized ads helped make impressions resonate with the targeted audience, contributing to creative and media optimization that drove success.

### RESULTS

48% revenue lift and 50% return on ad spend

<table>
<thead>
<tr>
<th></th>
<th>Cost per Acquisition (CPA)</th>
<th>Return on Ad Spend (ROAS)</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>$270</td>
<td>$10</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Actual</strong></td>
<td>$178</td>
<td>$15</td>
<td>9.5%</td>
</tr>
<tr>
<td><strong>Change by %</strong></td>
<td>34% less CPA</td>
<td>50% more ROAS</td>
<td>157% more conversions</td>
</tr>
</tbody>
</table>

**About Sizmek**

Sizmek Open Ad Management brings freedom of choice to end-to-end advertising. With a single point of access to the best technology, data, and strategic guidance – and the flexibility to choose solutions that fit their strategies – more than 42,000 advertisers, agencies, publishers, and trading desks create inspiring, seamless advertising campaigns that connect them to their customers around the world easily and effectively. Open and independent, Sizmek’s wide range of technology and data is bolstered by integrations with more than 100 partners, providing leading solutions for attribution, data management, audience measurement, search engine marketing, creative authoring, and more. Sizmek operates in more than 70 countries, with local offices providing acclaimed service throughout North America, EMEA, LATAM, and APAC.

Find out how Sizmek can help you achieve outstanding return on ad spend by contacting your sales representative or emailing info@sizmek.com.