

Online family fashion retailer achieves 15:1 return – mobile drives 33% of sales

Marketing goal – achieve 10:1 return on ad spend

A leading family fashion retailer wanted to build brand awareness, find new customers, and maximize sales during the holiday season. For every \$1 it invested in online marketing, this retailer wanted to bring in \$10 worth of business. Initial online media investment: \$144,362.

Campaign challenge

Many smartphones and tablets do not allow third-party cookies to be used for advertising. How could this retailer effectively retarget customers while measuring and optimizing the best performing devices and channels? By turning to Sizmek. Sizmek's technology tracks and measures user activity across all devices, including cookieless mobile environments such as tablets and smartphones.

Sizmek approach – bring together the data and tools that get results

The retailer worked with Sizmek Vantage, the trading desk team that develops and implements programmatic campaigns, to create an efficient retargeting program that would work on all devices, including its mobile website. By using a combination of Sizmek Vantage's algorithmic mobile retargeting, programmatic data tool Peer39 by Sizmek and its ability to pinpoint relevant, appropriate pages, and Lotame behavioral data, the retailer could be assured its campaign was reaching the right audience.

The retailer also designated 25% of its budget toward prospecting new customers by targeting mom, family, fashion, and shopping sites (i.e., eBay, CafeMom). Sizmek MDX served the ad campaign. Special promotional banners were used for key sale time periods.



Results – 15X return on ad spend

- **Sizmek's ability to combine a variety of powerful tools paid off:** From September through December, the family fashion retailer achieved 15 times its initial investment, exceeding its goals by an extraordinary 50%.
- **Customers used their mobile devices to make purchases:** Sizmek's ability to track mobile activity revealed that 33% of this retailer's sales from this campaign were from ads on smartphones and tablets.

Return on ad spend (ROAS) results by device

Device	Ad spend	Revenue	ROAS
Desktop	\$62,745	\$1,493,883	\$24
Smartphone	\$35,342	\$251,207	\$7
Tablet	\$46,275	\$474,173	\$10
Total	\$144,362	\$2,219,263	\$15

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