

Sizmek's Dynamic Creative was a real deal for Groupon Hong Kong

Boosting revenue by 30% while slashing production time and cost

Objective

Groupon entered the Hong Kong market in early 2011 as one of Asia's first online group buying portals. The wildly popular couponing solution allows consumers to enjoy heavily discounted premium products and services while enabling merchants and vendors to reach new consumers and sell huge volumes of products through Groupon's unique group buying model.

Participating merchants in Hong Kong include but are not limited to premium brands such as Pret A Manger, Golden Harvest Cinemas, TurboJET, Starbucks, Häagen Dazs, Maxim's, Dining Concepts, caffè HABITU, UA, AMC, PizzaExpress, Outback, Bliss Spa at the W Hotel, TONI&GUY Salons, BLT Steak, Domani Ristorante, Cecconi's, Ding Tai Fung and many more.

The immediate challenge for Groupon HK was to adequately promote its great daily offers in a timely manner. Due to time and resource constraints at the early stage, they would typically produce one set of generic banner ads and run it for an entire twelve months period, resulting in rapid overexposure, ad blindness and low CTR.

The Groupon HK team was looking for a way to drive more impressions on its daily deals, build its customer base and increase CTR without adding production costs.

Execution

Sizmek proposed the ideal solution for Groupon HK. Using Dynamic Creative as a production tool, the team could quickly and easily create varied and fresh ads for its Daily Deals to keep customers clicking.

Sizmek's integrated Dynamic Creative solution allows advertisers to automatically create and serve multiple ad versions tailored to the user by geo, behaviour or other anonymous characteristics.



Dynamic Creative is also a production tool, slashing the time required to create ads with dynamic components or in this case, to vary ad creative on the fly, changing the image, tagline or URL with a few clicks.

The Groupon team simply set up a master Run of Site banner template within Dynamic Creative and changed out creative elements each day to promote new daily deals or freshen current deals. The banners ran on four publisher sites: Discuss HK, Uwants HK, Sina HK and MSN HK.

Results

For Groupon, Dynamic Creative not only dramatically simplified the ad production process but also led to significant performance gains and better budget management.

+30% sales revenue

Lower production time and cost: a single media professional can now easily produce and run multiple fresh creative versions in minutes, simply by uploading a new deal, JPEG image, text or URL to the ad template.

Higher ROI: the Sizmek platform enables Groupon HK to track ad performance on a publisher level, enabling them to optimize ROI by allocating spending on the best-performing inventory.



香港討論區 discuss UMANTS
GROUPON
uBuyiBuy
www.groupon.hk
\$268 二人順億
吞拿魚腩套餐
順億
查看優惠 >
\$698 多功能
冬暖夏涼風調機
查看優惠 >



香港討論區 discuss UMANTS
GROUPON
uBuyiBuy
www.groupon.hk
\$168 Modern
Beauty美容護理
MODERN
BEAUTY SALON
現代美容中心
查看優惠 >
\$498 貴夫人
生機食品調製機
LadyShip
查看優惠 >

“Dynamic Creative reduces the time required to upload a banner in comparison with the original method. The file size is smaller, and it is easier and faster to update the banner content by using the pre-uploaded master ad. For instance, we only need to copy an old banner ad and embed the newly-designed banner graphics and wordings to the new banner. We don’t have to set the Delivery Group and the banner life time each time.”

Rick Chan

Media Producer, Groupon HK