Sizmek Vantage helps turn data into sales during holiday retail campaign.

About the Agency

Rosetta is a customer engagement agency for the “empowered age,” combining human insights, technology, and next-generation storytelling to craft meaningful connections that drive tangible results.

Objectives

During the 2013 end-of-year holiday season, Rosetta executed a major online campaign for a large national retailer. The agency’s strategy was to target retail shoppers during the holiday season as close to the point of conversion as possible. Site and e-mail retargeting led the way in connecting with the right audiences and driving them to the client’s site to complete their purchases.

Execution

Rosetta partnered with Sizmek Vantage to deliver specific retargeting messages to the client’s site visitors and e-mail recipients across a multitude of online properties. Sizmek Vantage is Sizmek’s managed service for buying on real-time bidding (RTB) exchanges. The campaign was designed to drive online sales for the client with a positive return-on-ad spend (ROAS) and keep cost per acquisition (CPA) below $5.00.

The agency wanted to include FBX placements as part of the media buy, and the Sizmek Vantage platform made this seamless. The Vantage team was able to quickly change creative assets as the requests came in.
Results

ROAS was the primary success metric for this campaign, and according to Rosetta, Sizmek Vantage clearly contributed to increasing ROAS throughout the campaign. Among all partners in the media plan, Sizmek was the top performer, with ROAS that was more than 50% above the next-best performer. Site retargeting with a limited reach was the top-performing tactic in terms of both revenue generation and overall ROAS, with the Facebook strategy performing second best. A total of 99.98% of the budget was delivered.

Part of the original campaign strategy was to do a “run of network” and bring in as much traffic as possible. Once Sizmek Vantage saw that it wasn’t meeting CPA goals and that other channels like retargeting and email retargeting (showing display ads to users who had seen the client’s blast email) were performing better, the Vantage team was able to shift budget and optimize mid-campaign. Consequently, the campaign ended well below the $5.00 CPA goal at $3.71 overall.

In addition, Sizmek Vantage was able to determine and optimize for the top-performing messages throughout the campaign, such as offers for free shipping, online exclusives, and best sellers, with free shipping having the greatest impact.

Accessing FBX inventory via Sizmek Vantage also contributed to this campaign’s ROI and reach by penetrating Facebook’s massive user base. Conversions continued after the campaign ended as well.

“The success of this campaign was primarily driven by the wealth of data available through the Sizmek Vantage platform. I particularly liked the integration of media buying and ad serving services, managed directly through a single platform.”

Patrick Hosking
Director of Paid Media, Rosetta