NEW SALES POTENTIAL FOR A FASHION BRAND USING PROGRAMMATIC ADVERTISING TO ACCURATELY ADDRESS THEIR TARGET GROUP

The Challenge

C&A decided to open up new sales potential for women's and kid's wear through programmatic advertising. Incremental growth of e-commerce sales and the cost-revenue-ratio were chosen as KPI. The fashion brand uses a complex attribution model to calculate the efficiency of their different digital marketing channels accurately and in real-time, hence being able to (re-)allocate budgets at any given time.

The Solution

The fashion brand decided to cooperate with complementary service providers: trading desk adlicious, the orbyd Meta-SSP and the DMP from Semasio. For measurement, they used Exactag's cross-channel tracking system. adlicious was in charge of the programmatic setup, as well as managing the campaign. The trading desk was to ensure that only current non-customers were addressed within the DMP's target group segments - on the selected premium inventory. Additionally, they had to align the bidding strategy to predefined sales and cost-revenue-ratio targets. In testing different targeting approaches and inventory classes, Semasio's Data Management Platform provided the relevant profile data in the optimized setup, machine learning-based from real user behaviour. Orbyd's Meta-SSP provided access to premium programmatic inventory. By adding the Meta-SSP, which enables publishers to offer their inventory simultaneously to a total of six SSPs, the campaign was steered to the inventory with exact relevance for the target group.

The Setup

By connecting DSP and DMP, the desired user segments of non-customers were addressed on selected premium-inventory within the Meta-SSP. The KPIs were attributed within the multi-channel tracking and incorporated into the adserver, allowing for granular optimisation down to the best performing creatives.

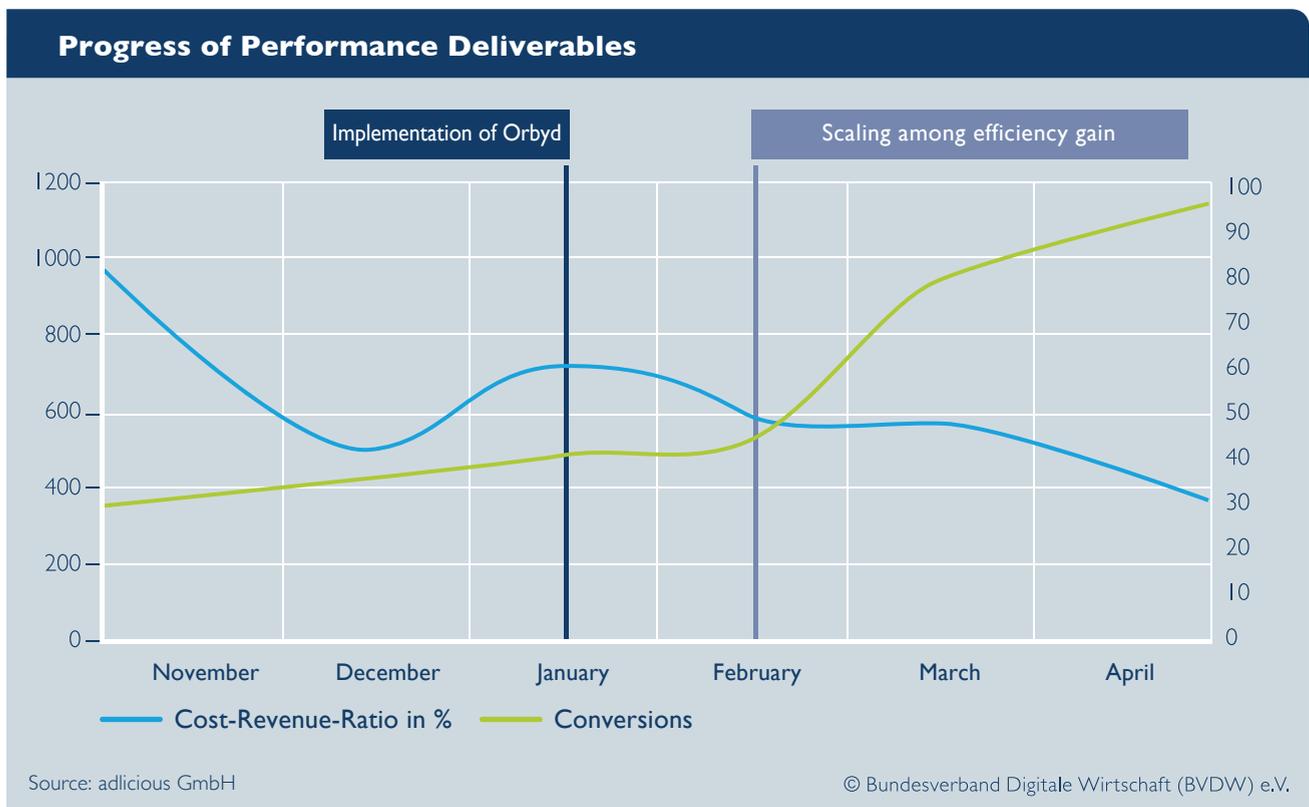**Dmitrij Propp**
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**The entire
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The Results

Within a few weeks the attributed sales volume was successfully doubled. Especially prominent placements led to a 33% share of post click sales, which have a higher valence than post view sales. The average basket value increased remarkably by 40% during the campaign. Beside the granular, rule-based alignment to best-performing segments in the DMP, individual creatives relating to current promotions of the fashion brand were a key factor of success. In conclusion, all given efficiency criteria were met by the applied setup - a cost-revenue-ratio of under 40%, as well as four-digit-figure sales per month underscore the success.

Progress of Performance Deliverables

Implementation of Orbyd | Scaling among efficiency gain

Cost-Revenue-Ratio in % — Conversions

November | December | January | February | March | April

Source: adlicious GmbH

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„The challenge was to find service providers that met the technical requirements of our existing setup. Furthermore, thanks to our real-time revenue allocation to the different service providers, we are able to quickly react to performance changes. Thereby we make sure that our media budget is spent in an optimal way. This all proved to lead to an incremental sales increase in display prospecting."

Julia Rupprath
Display Marketing Manager E-Commerce
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