

# CASE STUDY: MAJOR ELECTRONICS BRAND

A Top 5 leading electronics brand needed a partner who could manage their display campaigns and synchronize the daily offers on their website with the offers on their display campaigns in order to improve ROI. Given that there were multiple offers per day, the offer shown on the creative needed to be optimized.

## CAMPAIGN OBJECTIVE:

SYNCHRONIZE BRANDING, OFFERS AND WEBSITE TO IMPROVE ROI

## Solutions Used

### DYNAMIC MESSAGING

- ▶ Merchandising
- ▶ Retargeting

### ANALYTICS

- ▶ Custom Reporting

### DATA GATEWAY

- ▶ Offer Feeds
- ▶ Targeting Data (User behavior on advertiser website)

## KEY CHALLENGES

The offers on the advertiser's website changed daily and the media plan required a segmentation of the specific offers regarding which would be targeted to specific sites. Given the large number of changes required across a highly segmented media plan, to achieve the objectives above would have required a creative to have been built for every offer every time it was updated and each line item in the media plan would have needed to be re trafficked. Using Tumri was the only way to execute this complex campaign in a reasonable cost and timeframe.

## MEDIA PLAN

- Up to 200 million impressions per month
- Target Audience: Consumer Electronics Buyers and Small to Medium Businesses
- Type of Media: Class 1 Media and Ad Network Buys

## TARGETING & PERSONALIZATION

Tumri offers a highly sophisticated retargeting program which was used by this advertiser. User behavior on the advertiser's site was used to retarget with a highly relevant and effective message. For example, if a user added a product to their shopping cart but abandoned without purchasing, then Tumri was able to retarget that particular user with that exact SKU and an additional offer to entice the user back to the site.

## TESTING & OPTIMIZATION

Tumri's Optimization engine ensured that the offers which had the highest conversions were shown the most to users. The flexibility provided by the platform allowed the advertiser to run small controlled tests to determine the effectiveness of certain messages online first and then to roll out the best performing offers on their website.

## RESULTS

- Thousands of creative combinations served
- Campaign up and running in 21 days
- Performance optimized in 30 days
- Cost per order reduced 50%

## KEY INSIGHTS

1. Showing a targeted relevant message doubles the CTR and the interaction rate almost triples. Sales are increased if there is continuity in the user's experience from a display banner to the website: ensure that imagery, messaging and pricing is consistent between the banners and website.
2. Providing a highly interactive and engaging user experience within the banners increases sales overall across multiple marketing channels.