

CASE STUDY: HEWLETT PACKARD

For more than a year, HP has used Tumri's Dynamic Messaging platform and media buying and advisory services to market offers to consumers across the entire acquisition lifecycle.

SUMMARY

Tumri managed media and creative performance for campaigns that reached over 140 million unique users. Performance delivered was on par with search - ROI was over 20 times greater than historical display campaigns.

Tumri developed creative templates that allowed HP to execute co-marketing or non co-marketing campaigns, to retarget product categories and to dynamically display any number of products using their website data feed. In addition to dynamic creative optimization, Tumri provided managed media services and optimized media and creative together to maximize performance.

TARGETING & PERSONALIZATION

- Retarget known users with products related to onsite browsing behavior and search keywords
- Leverage data from certain publishers to personalize creatives by audience

TESTING & OPTIMIZATION

- "Always on" media approach
- 100,000 creative recipes tested
- Performance optimized daily

RESULTS

ROI increased by over 20X (vs. prior display campaigns) using Tumri

KEY LEARNINGS

1. Using an "always on" approach allows you to generate awareness as well as drive online orders through display campaigns.
2. Users often browse products within an ad unit and select one of interest.
3. Aligning creative message with user intent drives exponential performance gains.
4. Strong and timely promotional messaging with product offers generates direct orders.



Solutions Used

DYNAMIC MESSAGING

- ▶ Merchandising
- ▶ Retargeting

ANALYTICS

- ▶ Custom Reporting

TARGETING

- ▶ BT Segment
- ▶ Contextual

DATA GATEWAY

- ▶ Channel Intelligence
- ▶ Product Data Feed
- ▶ Search Terms
- ▶ Publisher Data

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