

Case Study: Retail

Industry leading home furnishing retailer gains new audience intelligence leveraging AudienceScience's Audience Gateway for Advertisers™ and receives exceptional ROI benefits.



Objective:

Multi-channel home furnishings retailer wanted to gain a deeper intelligence of their customers' on site activity and use this information to build audience segments that garnered the best Return on Investment (ROI).

Solution:

To capitalize on their wealth of audience data, the retailer implemented AudienceScience Audience Gateway for Advertisers enabling them to capture and understand consumers' activities such as search, pages/categories viewed, and shopping cart abandonment on the retailer's web site. AudienceScience categorized the audience data into custom targeted segment groups and worked with the furniture company to develop relevant creative and corresponding landing pages which resulting in hyper-targeted messaging.

Results:

Throughout the 16 week campaign, total ROI, in terms of total media cost over total revenue generated, improved by 160 percent! Also, the custom audience segments created with Audience Gateway for Advertisers outperformed standard Site Re-Targeting for the life of the campaign by 185 percent.

In addition, after collaborating with AudienceScience to match creative with the corresponding audience segment and the appropriate landing pages, the furniture retailer experienced a 225 percent increase in ROI within their target Kitchen Enthusiasts segment. They successfully implemented this tactic with other segments and realized as a whole, harmonizing the creative and landing pages with the audience segments increased ROI over 58 percent as compared to audience segments that did not have matching creative and landing pages.

Results

- ROI Improved by 160%
- Audience segments outperformed Site Re-Targeting by 185%
- 225% increase in ROI for Kitchen Enthusiasts segment

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or **1.888.308.3444**.

