Dynamic product ads combined with contextual targeting delivers 400% increase in click-through rate (CTR) for retailer.

CLIENT
A mid-sized regional retailer with 75 locations and more than $1Billion in annual revenue.

OBJECTIVE
The client was looking for a display advertising solution to meet following objectives:
- Target relevant product offers to viewers
- Achieve a Click Through-Rate (CTR) of 0.20%
- Emulate their print circular program by incorporating unique time-sensitive coupons for each product that could be downloaded and printed for in-store redemption.

SOLUTION
adacado delivered a complete campaign solution that included both the adacado dynamic creative platform as well as the targeted media buy.

- **Dynamic Multi-Product Ads**
  adacado created a custom template for the retailer featuring a product image and unique coupon offer, along with other desired elements and links such as store locator and clearance deals. The ad dynamically selected five individual products for every ad impression to display in an auto-timed frame by frame rotation.

Each ad impression displayed five different product frames contextually matched to page content

- **Contextual Targeting**
  The campaign focused on two specific product categories (allergy and baby). To fully utilize adacado's contextual targeting capabilities, adacado executed the media buy on top publisher channels that aligned with the two product categories. The combination of quality, focused media and contextually relevant products provided a winning combination.

RESULTS & LEARNING
The campaign far exceeded expectations. adacado delivered a dramatic increase in Click-Through Rate as well as valuable learning for future campaigns.

- **Beat Target CTR by 400%**
  Delivering multiple product offers matched to quality page content increased the CTR by 400% over the campaign goal.

- **Extend Co-Op Programs Online**
  The adacado campaign's success was seen by the client's merchandising team as a new opportunity for extending traditional co-op print advertising programs into this more targeted and accountable medium.

Campaign CTR

	Retailer Goal	adacado Results
CTR	0.20%	0.80%