



Retail Case Study

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

Objective

The client was looking for a display advertising solution to meet the 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.

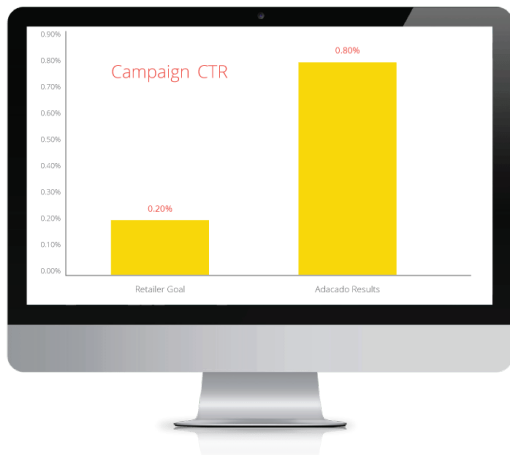
Contextual Targeting

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