

Advertising.com helps top online apparel retailer with fuller sales figures

Challenge:

A major online retailer sought to drive sales by putting a behavioral targeting, CPA, and revenue sharing campaigns in play on the Advertising.com network.

Solution:

A customized media plan was launched on September 2010. It began as a run of network CPM campaign and targeted segments aimed at Apparel Shoppers and Style Mavens. By making the most of AdLearn and revenue sharing across the network, Advertising.com was able to deliver against the Retailers ROI throughout the campaign, reaching the retailer's purchasers efficiently, effectively, and at scale.

Results:

The campaign provided the brand with exceptional value.

- Revenue share reached 5% by October, and continued through December
- Return on ad spend: \$4.60
- Total conversions: 57,504
- Average cart size: \$143.65
- Total revenue generated: \$8,260,376



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