

Retailer Reaches New Users on Mobile and Desktop

Background

A leading luxury & fashion retailer

A leading retailer of high-end luxury items was looking to acquire new online customers for both the desktop and mobile versions of its web site. The client targets high-income shoppers interested in brand name apparel, jewelry, handbags and more.

Objective

Deliver valuable customers at an optimal return on ad spend

The retailer came to RadiumOne for help acquiring quality users. The goal was to deliver customers that generated more revenue than what the company spent on acquisition, thereby generating a positive Return On Ad Spend (ROAS).

Solution

Define, identify & target high-value “luxury shoppers”

The RadiumOne campaign was built around three data-driven strategies:

- 1 Identify the signals of high-value shoppers**
By studying the interests, traits and behaviors of the client’s high-value customers, we were able to identify the signals representing high intent. For example, we learned that their most profitable customers read lots of political news, drove hybrids or SUVs, and that most of them had pets.
- 2 Target similar shoppers on Mobile and Desktop**
Using the profile we had built, we developed a media plan aimed at finding prospects who demonstrated similar characteristics and were therefore likely to convert. We ran contextual display ads across thousands of desktop and mobile web sites.
- 3 Optimize campaign performance**
Our team of data scientists and ad operation specialists constantly optimized campaign performance through a number of different variables. Most importantly, they used feedback on customer revenue to optimize the campaign’s ROAS.

Results

Return on ad spend of up to \$90



\$2.67 Cost Per Acquisition



\$50 - \$90 Return On Ad Spend



Among Top Performing Partners

RadiumOne delivers thousands of customers every month to both the desktop and mobile web versions of the luxury retailer’s web site. At an effective Cost Per Action (CPA) rate of less than \$3, the campaign’s Return On Ad Spend is typically in the \$50 – 60 range, with some months as high as \$80 – 90. That consistently makes us one of the top performers of any of the client’s advertising partners, earning us incremental budget month after month.