

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 website. 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

1 Identify the signals of high-value, “luxury” shoppers

By studying the interests, traits and behaviors of the client’s high-value customers, RadiumOne was able to identify the signals representing high intent. For example, RadiumOne learned the most profitable customers read a lot of political news, drove hybrids or SUVs, and most of them owned pets.

2 Predict business outcomes that will have the most impact

Once RadiumOne had identified the client’s high-value, “luxury” prospects, it used audience insights reports to develop a marketing strategy to maximize profitable business outcomes. Also, RadiumOne’s team of data scientists and ad operation specialists set in place campaign performance benchmarks, through a number of different scenarios, to consistently optimize the campaign once it launched.

3 Activate accountable advertising to the consumers that matter

Using the audience profile RadiumOne had built, a media plan was created, aimed at finding prospects who demonstrated similar characteristics and were therefore likely to convert. RadiumOne ran contextual display ads across thousands of desktop and mobile websites that fit the target and industry demographic identified from RadiumOne’s analytic tool suite. Concurrent campaign analytics allowed the campaign to be consistently optimized to generate a strong ROAS.

Results



Achieved \$2.67 Cost Per Acquisition Rate



Strong Return on Ad Spend of \$50 - \$90 Monthly



RadiumOne Was Among the Top Performing Partners