

Case Study: Fashion Forward Apparel Retailer



A cutting edge apparel retailer looking for an innovative ad solution to complement its eco-conscious and forward thinking brand identity, utilized ShopAds™ to bring exclusive, limited time deals through highly targeted ads to engage its customers.

Client Objectives

- Customer Engagement
- Track Purchase Intent to Conversion
- Branding

Solutions Used

ShopAds

- Dynamic Catalog
- Secure Cart and Checkout

Analytics

- Interaction Rate
- Add to Cart Rate
- Abandonment Rate
- Dwell Rate
- Conversion Rate

Key Challenges

The apparel retailer previously used standard display ads to drive its brand, but was never able to imprint its unique 'shopping experience.' Although the brand incorporated the latest rich media and consumer engagement technologies on its own shopping site, its traditional display ad campaigns lacked the same bleeding edge innovation that the brand, and its fashion forward designers, were known for. They were looking for an engagement vehicle befitting their brand identity as a cutting edge retailer. Using ShopAds, the retailer was able to imprint their unique brand and shopping experience and engage customers at the first point of contact.

Media Plan

Offer: Exclusive, limited deals available only through ShopAds
Target Audience: Eco-conscious and fashion-savvy consumers
Media: Run of ad network and site-served publisher inventory

Results

- ✓ Increased Engagement by **5X**
- ✓ Increased Purchase Intent and Conversion metrics by **25X**
- ✓ Increased Dwell Time on ads by **11%**

Key Insights

Tracking consumers from the point of discovery all the way to the point of conversion allowed for many insights into the shopping behaviors of the client's consumers. ShopAds delivered quantifiable user engagement and purchase intent, and the brand was imprinted early on in the consumer shopping experience. Adding more products into the ShopAds catalog would increase engagement and dwell time significantly, and an integrated stored wallet solution would decrease shopping cart abandonment.

ShopAds provides more than conversions. It also influences customer engagement early, so that our brand and overall shopping experience is imprinted regardless of whether conversions occur at that moment. - CEO

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