

Case Study: Major Home Entertainment Brand



A leading home entertainment brand looking for an innovative ecommerce solution to convert content fans utilized ShopAds™ to compress the conversion funnel, capitalize on impulse purchases, and instantly convert at the point of inspiration.

Client Objectives

- Customer Conversion
- Track Purchase Intent to Conversion

Solutions Used

ShopAds

- Dynamic Catalog
- Secure Cart and Checkout

Analytics

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

Key Challenges

Although the brand had massive traffic to its TV series and movie micro-sites, the brand was forcing users to click-out to the brand's destination commerce site and losing sales in the process. The brand was looking for a distributed ecommerce solution that could compress the conversion funnel and capture visitors on their content sites. Using a ShopAd embedded on the site, the brand both improved the user experience and increased sales through instant conversions.

Media Plan

Offer: DVD and Blu-ray set for popular TV series

Target Audience: 18-29 enthusiasts of this TV series

Media: Fixed placement on publisher's heavily trafficked content site

Results

- ✓ Increased Purchase Orders by **65%**
- ✓ Increased Purchase Revenue by **51%**

Key Insights

Entertainment brands invest heavily in building heavily trafficked micro-sites focused on TV series or movie content, but then lose conversions through a lack of integrated commerce. ShopAds enable secure ecommerce to be embedded in a fixed placement on these 'unsecure' sites in order to capture conversions at the point of inspiration generated by these fan-oriented sites. Expanding the ShopAds merchandise to include all related fan merchandise would even further increase average order size and revenue.

ShopAds increased purchase orders and revenue, and has had a meaningful ROI impact on our content site development. – VP, Home Entertainment Marketing