



Luxury Brand

Quality and Quantity: How we boosted ecommerce ROI

A leading luxury brand wanted to grow their e-commerce business by understanding how their luxury audience shop online, and using that knowledge to reach their best customers more effectively.

Discover how we did it

- ▶ The luxury brand wanted to **accelerate growth of their e-commerce** site by **increasing the volume of online sales**.
- ▶ But they also wanted **quality as well as quantity**, making sure they were spending budget reaching their **highest value customers** to drive better ROI.
- ▶ To further enhance their campaign performance, the luxury brand also wanted insights on **who their luxury audience were** and **how this audience shopped onsite**.

GOALS



- We placed an advanced conversion pixel and an all-site pixel on the brand's website to find out what their greatest ROI drivers were. This let us see which audiences were buying which products, which products were commonly bought together, the typical user journeys of people reaching the site, and what those users they did when they arrived onsite.
- Using this data, we were able to use **predictive retargeting strategies** and estimate the **propensity and value of each user's conversion** against past purchaser data. This meant our MiQ traders could drive **greater ROI** by building a **bespoke bidding algorithm** that included recency of visit, frequency, page visits, and domains visited.
- Then, we used this data to find new customers, by building **high fidelity lookalikes of converters**, alongside **powerful contextual strategies**, that determined positive user engagement with luxury products across **premium publishers**.

SOLUTIONS



- Over the campaign period, the luxury recorded their **highest ever e-commerce sales**, resulting in the campaign running as an **always-on activity**.
- Our solution **increased conversions, site engagement** and **higher basket value** compared to organic site traffic.
- We also provided in-depth insight reports to the brand around their audience, and how they interacted with products on-site, to help with future marketing initiatives.

87% drop in CPA achieved during the campaign, driving performance that was **6x more effective** than our target.

RESULTS

