

## CASE STUDY

# Luxury Retail Brand Increases Online Sales and ROAS with Simplifi

## Advertiser Overview

- Luxury retailer that carries a wide range of fashion, makeup, and accessory brands
- Sought to increase online orders during busy shopping seasons
- Partnered directly with Simplifi to leverage multiple targeting solutions
- Leveraged advanced attribution capabilities to calculate ROAS

## Results

**\$12.35**

Cost Per Action

**\$3.6**

Million in Revenue

**\$36.13**

ROAS

**5,963**

Online Orders

## FINDING A DIRECT PROGRAMMATIC PARTNER

Prior to the 2020 holiday shopping season, a luxury retailer sought to partner directly with a programmatic provider to increase online sales through precise audience targeting. The brand also wanted to accurately measure conversions on their website to gauge the effectiveness of the campaign and maximize their Return on Ad Spend (ROAS). The corporate team wanted to find a trusted partner to provide dedicated service and unique targeting technology with advanced attribution capabilities. After a thorough search, they chose Simplifi to take advantage of addressable targeting with a high address match rate, and to leverage Transaction Value Reporting (TVR) for granular e-commerce reporting metrics.

## DRIVING ONLINE ORDERS

The retailer worked directly with Simplifi to develop a unique strategy tailored to their goals. The brand leveraged their own CRM lists and relied on Simplifi to procure additional addresses for household-level targeting. They set a goal to achieve an \$85 Cost Per Action (CPA) with the action defined as an online purchase. In addition to Simplifi's Addressable Geo-Fencing solution, the two-month campaign also utilized Keyword Search Retargeting, Keyword Contextual Targeting, and Site Retargeting to reach active online consumers.

## ADDRESSABLE TARGETING WITH FIRST- AND THIRD-PARTY DATA

The brand wanted to use Simplifi's Addressable Geo-Fencing solution to

target Black Friday and Cyber Monday shoppers and those who typically shop for luxury items. They provided a first-party CRM list of existing customers, and Simplifi also sourced a custom third-party address list of potential new customers including adults 18+, with a likelihood to purchase luxury brands, and an income over \$125k per year.

With a combined audience of more than 1.3 million addresses, Simplifi's Addressable Geo-Fencing solution used GPS data paired with plat lines to match each address to the exact physical location, shape, and size of the property. The system then automatically built geo-fence target zones around each property for targeting devices seen within the individual households. The advertiser chose to maximize touchpoints by serving display ads on mobile devices, tablets, and desktops.

## ONLINE BEHAVIORAL TARGETING

Simpli.fi also implemented Search Retargeting and Keyword Contextual targeting tactics to reach users in and around New York, where the brand's flagship store is located. The team selected more than 6,600 keywords to target users who were actively searching for luxury fashion brands, high-end makeup, and other relevant terms. They also leveraged Site Retargeting to encourage visitors to return to the

website after leaving without making a purchase. Additionally, the brand used the same creative to target desktops, tablets, and mobile devices with display ads. Furthermore, placing conversion pixels on their site allowed the advertiser to track the number of users who had seen an ad and then made a purchase.

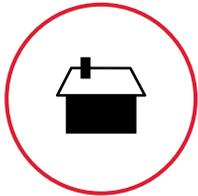
## CAMPAIGN SUCCESS

With Simpli.fi's precise targeting capabilities and granular e-commerce reporting, the brand was confident that

they were maximizing their advertising performance. The two-month campaign achieved a CPA of \$12.35, drastically beating the goal of \$85. Additionally, the brand relied on Simpli.fi's TVR to track 5,963 online orders that accounted for \$3.6 million in revenue based on the average order amount. Finally, the advertiser calculated an astounding ROAS value of \$36.13. They were so thrilled with the results that the campaign was extended and they continue to partner with Simpli.fi for their programmatic needs.

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## Key Solutions



### Addressable Geo-Fencing

The brand provided first-party CRM data and Simpli.fi sourced additional third-party address lists for a combined total of 1.3 million addresses for household-level targeting.



### Search Retargeting and Keyword Contextual Targeting

Simpli.fi implemented over 6,600 keywords to target users who were actively searching for luxury fashion brands, high-end makeup, and other relevant terms.



### Transaction Value Reporting

Enabled the advertiser to accurately measure the purchase value of online orders and calculate a ROAS of \$36.13.

Interested in maximizing performance and achieving a high ROAS for your next e-commerce campaign?

Get in touch at [hi@simplifi.fi](mailto:hi@simplifi.fi), or contact your Simpli.fi representative.

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