



# Performance Advertising Completes aCommerce’s End-to-End Business Offering, Drives Measurable Growth for its eCommerce Clients

## The display results

**▲ 6x**

increase in customer acquisition

**▲ 84%**

reduction in cost per acquisition (CPA)

**▲ 8x**

increase in revenue

aCommerce is a leading eCommerce logistics and marketing services provider in Southeast Asia. Started by Thailand-based entrepreneurial group Ardent Capital, aCommerce was established in early 2013. The company currently has over 400 staff in four offices in Thailand, Singapore, Indonesia and the Philippines, with plans to expand into Malaysia and Vietnam. Since its inception, aCommerce has also become the local partner of choice for global brands expanding into the region, including Maybelline, Kiehl’s, HP, LINE and Lazada.



*Large e-retailers coming to Thailand had sales inventories containing thousands of products and would demand a tool that could manage and run online ads for each product. So from day one, our performance advertising partner also needed to have the ability to scale business, traffic and volume, at an enterprise level*

**Sheji Ho, Chief Marketing Officer, aCommerce**

## The challenge

“From the day we started aCommerce, we knew we had to include a performance advertising tool. Many businesses, being new to eCommerce and wanting to ensure their investments were in the right place, would request campaign performance reports within weeks of launching eCommerce sites and online advertising solutions.

Creating tangible business outcomes – such as an increase in click through rates (CTRs) and conversion rates (CVRs) – would play a huge part in determining our success. Therefore, we hoped to identify a tool that would effectively encourage

consumers to return to client sites and complete purchases,” said Sheji Ho, Chief Marketing Officer, aCommerce. aCommerce anticipated that as markets grew, clients would eventually introduce more products or target cross-border expansion.

## The solution

Criteo’s performance advertising solution, a dynamic retargeting platform, enables aCommerce’s client sites to segment, target and serve each customer with display ads or product recommendations personalized in real time, based on browsing behavior and purchasing intent. Criteo’s ad template also allows aCommerce clients to supplement a personalized advertisements with a static banner – for example, all users who visited a site but did not convert within 30 days were offered a special promotional code.

“We tested multiple platforms and Criteo stood out in terms of flexibility and the strength of its algorithm. If you sell thousands of stock keeping units (SKUs), it is virtually impossible to manually run ads for each product. Criteo integrates your entire product inventory onto its platform, and automatically runs all these ads for you on mobile devices and desktops,” Ho explained.

Criteo’s proprietary predictive and recommendation engine utilizes big data and evolves over time to better understand customer behavior. Initially uncertain about the platform’s effectiveness, aCommerce clients soon observed how it became a powerful channel for driving traffic and sales conversions, and recognized that the optimization phase was well worth the wait.

## Results\*

Overall, aCommerce evaluates an advertising channel’s ROI by looking at how it improves client retention, client acquisition, customer satisfaction and overall revenue. Since 2014, Criteo’s performance advertising platform has delivered a:

- ▶ 6x increase in customer acquisition;
- ▶ 2.7x increase in unique visitor growth
- ▶ 84% reduction in cost per acquisition (CPA)
- ▶ 8x increase in revenue for aCommerce clients

“The platform reveals results at each stage of an ad campaign, so clients can review and compare how optimization improves the numbers over time. Criteo’s performance advertising solution drives actual, measurable results, which our clients value the most. As a powerful tool that directly generates revenue, it is a strong value-adding platform. Therefore, we recommend dynamic retargeting to all clients who engage us for end-to-end or marketing services, which we feel is a necessary component in eCommerce.”

“The scalability of the solutions also give our customers a peace of mind – having a business model that is able to be replicated easily across different geographic markets allows us to grow with our customers,” said Ho.

“From a non-quantitative point of view, Criteo’s response time is quick and the level of support quality that we receive has been phenomenal, even though the team is based out of Thailand, in Singapore or Japan. Their strong customer service has ensured customer satisfaction as well,” added Ho.

Results obtained from indexed aggregated data of five aCommerce clients in Thailand under one portfolio between April and December 2014.