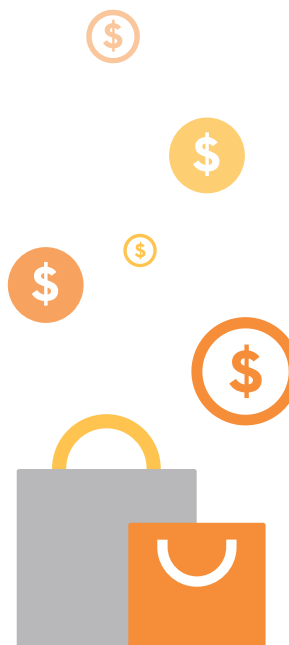


Criteo was able to deliver +145% increase in new customers and a 150% increase in revenue for the remarketing channel



The results

▲ +145%

in monthly revenue

▼ -22%

reduction in acquisition costs

▲ +150%

increase in new customers

Founded in 2011, THE ICONIC is Australia’s largest online fashion retailer, providing a local lens on the hottest global trends in fashion. Offering apparel, footwear and accessories for men and women, the company features more than 700 of the most coveted local and international designers and attracts more than 4 million site visits per month.

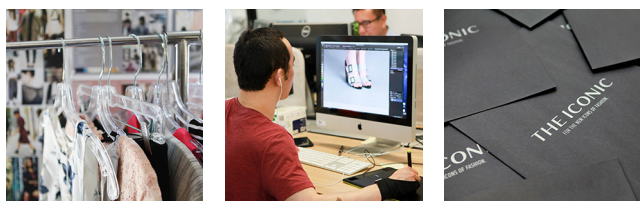
The challenge

In order to increase sales in a cost-effective manner, THE ICONIC’s challenge was two-fold – firstly, to acquire new (and relevant) customers, and secondly, to re-engage existing customers after they had made a purchase or navigated away. The retailer looked to digital performance advertising company Criteo, to help drive conversion and minimise the number of full shopping carts being ‘forgotten’ online by time-poor and easily distracted Aussies.



We’re a customer-service driven brand, so we steer away from marketing approaches that are disruptive to our shoppers. We sought to devise the most intelligent way to target customers, reaching the right person with the right content at the right time.”

Adam Jacobs, Co-Founder and Managing Director,
THE ICONIC



The solution

Criteo's advertising platform automatically identified THE ICONIC's most valuable site visitors, bidding intelligently to show them personalised creative and product recommendations. Using the company's advanced optimisation engine, THE ICONIC was able to quickly reach and re-engage customers with relevant content and bring them back to the site for conversion.

"The technology lets us take a very savvy approach to how and when we target customers -- it considers how recently they shopped with us, what they bought, and then surmises how likely they are to buy again," explained Jacobs.

"Criteo has the technology to not only help us identify and attract prospective customers in our target demographic, but re-engage customers who have previously shopped with us in a way that actually aligns with their interests."

"Using Criteo display, we won't serve up an image of a product a customer has already bought – that's not helpful for customers and it's ineffective for our brand," Jacobs said. "Criteo enables us to serve up products from a complementary category, for example, a shopper that bought a dress might be shown a pair of shoes that works with that outfit, rather than more dresses or the same dress."

With its young demographic of digital natives who are happy to browse and purchase using their iPhone or Android phone, it's critical for THE ICONIC to effectively target those customers on those devices.

"The mobile retargeting capabilities are particularly sophisticated," Jacobs said. "Our customer is typically mobile-savvy so this is essential for driving conversion. Because our customers spend a lot of time online, they're easier to reach with online advertising, but if we can't reach them on every screen we're missing out on huge opportunities."



The results

Since adopting Criteo display, the brand has seen a significant reduction of more than 22 per cent in customer acquisition costs, increasing its ability to scale and drive new customers to the site.

"Using Criteo solutions, we have been able to strategically reach and engage our core demographic without being disruptive, delivering tailored ads that signal an understanding of our customers' shopping habits, interests and style.

Criteo was able to deliver +145% increase in new customers and a 150% increase in revenue for the remarketing channel while driving down acquisition costs by 22% for overall remarketing activity"