



Criteo helps Sony multiply
 YOY conversions and revenue
 at a lower cost per sale.

The results

▲ **+281%**

YOY revenue at -74.6% cost of sale Thanksgiving through Cyber Monday

▲ **2x**

more conversions at a 15% lower cost of sales YOY

Sony is one of the most respected entertainment brands in the world and one of the leading manufacturers of electronic products for the consumer and professional markets. It is known for nonstop technical innovation – an approach that is reflected in both its products and marketing strategy. Sony began working with Criteo more than two years ago to accelerate online sales of its consumer electronics.



“Working with Criteo, we have been able to more than double conversions and revenue from our display campaign over the past two years. We’re very excited about the potential of leveraging their performance marketing platform across additional channels.”

– Genelle Lingua, Sony

The challenge

Sony strives to continually improve its e-commerce campaign performance and efficiency – using the most innovative methods to drive sales and revenue while reducing its cost of sales (COS). This is especially critical during competitive periods such as Black Friday and Cyber Monday.



The solution

In the two years Sony has partnered with Criteo for performance marketing, their conversion rates have more than doubled year-over-year, while their cost of sales decreased by 15%. That impressive performance is due in large part to Sony's adoption of the new enhancements made to the Criteo Engine. The newest Criteo technology discovers automatically which users are most likely to convert and optimizes bids accordingly, in real time. This not only allows Sony to target only the most valuable users, it reduces waste – for higher overall return on ad spend (ROAS).

In just six months, Sony was able to significantly improve performance using the newest Criteo features.

Sony set a target cost of sale, and the Criteo Engine developed optimized segments, delivering user-level product recommendations with the right bids to drive conversions at or below that target.

Sony also began leveraging Criteo's powerful optimization engine to reach users on mobile websites and across Facebook. With Criteo's Extended Browser Support, Sony is able to reach mobile web users at scale on both iOS and Android devices. As Criteo innovation continues to pay off in ROAS for Sony month after month, the company is also considering adding more Criteo performance marketing channels to its mix, such as Criteo Email.



The results

Year-over-year (YOY), Sony's partnership with Criteo has delivered continual performance improvements for its online campaigns, with exceptional performance during Sony's most critical sales period:

- Conversion rate improved by more than 2x YOY
- Cost of sales decreased by 15% YOY
- 281% increase in revenue at a 74.6% lower cost of sale YOY during the ultra-competitive Thanksgiving through Cyber Monday period

See more proof that performance works at [Criteo.com](https://www.criteo.com)