

MeUndies triples return on ad spend with Criteo performance marketing.



The results

▲ 300%

Return on ad spend

▲ 32%

Average order value

▼ 67%

Average cost of sale

▼ 62%

Average customer acquisition cost

MeUndies is an innovative California-based e-tailer that offers an easy, less expensive way to get essential basics. Its on-trend and high quality undies are made for men and women who appreciate convenience and cool, quality threads. With free shipping in the US and Canada, MeUndies makes it easy for customers to get comfort delivered directly to their doorstep, whether through its auto-pilot subscription or a one-off order.



The Criteo team understands our needs as a business and an advertiser. It's great to partner with a team that knows when to step forward and help us optimize our advertising, but also gives us the flexibility and freedom to manage our own campaigns."

- Alex Zohar, Digital Media Director

The challenge

In a world where a few ubiquitous brands dominate the underwear aisle, getting people to try something new for their basics is a challenge. However, once they are wearing MeUndies products, consumers tend to become return customers.

That's why MeUndies' online marketing strategy focuses on fueling the top of the sales funnel with growth, driving customer acquisition through efficient media, and closing the deal with lower funnel tactics that drive conversions. After being underwhelmed with other online marketing vendors, MeUndies partnered with Criteo in 2014 to launch a powerful full-funnel performance marketing campaign to efficiently convert more of its top-funnel leads.



The solution

Criteo helped the MeUndies' team get up and running quickly on mid- and lower-funnel campaigns and provided a dedicated account strategist to help walk them through the setup process. After the campaigns were launched and optimized, MeUndies was able to easily manage their campaigns through Criteo's intuitive self-service platform.

The MeUndies team works with their Criteo account strategist on a weekly basis to maximize their campaigns. Through extensive A/B testing, MeUndies was able to better understand the impact of ad creative and optimize towards the best-performing versions.

With Criteo's unique CPC model, MeUndies sets their own bids, giving them greater control over ad spend. Criteo's dynamic ads also ensure that MeUndies only delivers relevant ads and messaging to users based on products they have browsed on MeUndies.com, which helps maximize conversion rates.

Result

Since launching with Criteo, MeUndies has seen a **300%** increase in return on ad spend and a **32%** uplift in average order value. Additionally, cost of sale has decreased by **67%**, while customer acquisition cost has dropped by **62%**.

Today, Criteo delivers the highest return on ad spend among MeUndies' online advertising channels and is the company's sole performance marketing partner.



See what works

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