

FSA Store triples online sales with Criteo performance marketing.



The results

 **75%**

Sales increase

 **79%**

Revenue uplift

 **45%**

Uplift in CTR

 **120%**

Increase in impressions

Nearly 35 million Americans are covered by a Flexible Spending Account (FSA), an employer-based program that enables consumers to set aside a portion of tax-free income to purchase medical products and services. FSA Store (www.fsastore.com) is the only e-commerce store stocked exclusively with FSA-eligible products and services. In addition to offering more than 4,000 FSA-eligible products, FSA Store provides tools including a comprehensive Eligibility List to search for products and services, an FSA Calculator to estimate yearly savings, an Rx Process to submit prescriptions, and an FSA Learning Center answering popular questions, to help consumers better manage and understand their plans.

The challenge

FSA Store serves a very targeted group of consumers, so pinpointing potential customers is a complex and costly challenge. Every FSA plan has its own deadline by which consumers must use their FSA funds. Though most FSA plans have a December 31 deadline, yearly deadlines can vary. So, it's imperative that FSA Store is able to engage with customers throughout the year and promote responsible spending of FSA funds.



We really enjoy working with Criteo because everything is truly performance-based. Their platform helps us segment based on our unique customer behavior, gives us full control to make changes and measure the impact in real-time."

- Ujjwal Dhoot, Chief Marketing Officer

Additionally, FSA Store strives to promote FSA plans to encourage consumers to budget for, and plan to join, an FSA plan when it becomes available to them through their employers.

The company's marketing team was using a variety of digital marketing efforts and affiliate networks with modest efforts at performance marketing. However, the team knew that performance marketing could play a significant role in helping to re-engage customers throughout the year. So, in 2013, FSA Store partnered with Criteo to launch a powerful performance marketing campaign designed to convert more of its top-funnel visitors.

The solution

Through its partnership with Criteo, FSA Store is able to effectively target users through performance-driven personalized ads. With lower funnel and acquisition campaigns in place, FSA Store can reach users nearing their FSA deadline, as well as throughout the year to promote the program and encourage users to make purchases as needed. Additionally, through its unique affiliate partnerships, FSA Store is able to drive growth at the top of the funnel by targeting users who haven't visited the FSA Store site.

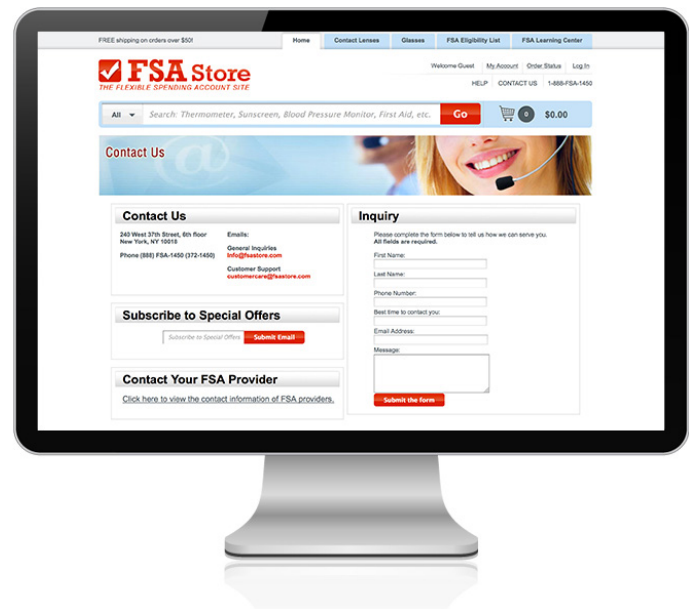
FSA Store also began leveraging Criteo's campaigns to reach users on mobile websites and across Facebook. With Criteo's Extended Browser Support, FSA Store is able to engage on-the-go consumers on both iOS and Android devices.

Criteo's unique cost-per-click model helps FSA Store optimize ad spend by enabling them to pay for clicks, not impressions. Additionally, FSA Store has full control over their bids and can easily manage their campaigns through Criteo's self-service platform. The FSA Store team continually works with their dedicated Criteo account strategist to optimize their campaigns and maximize conversion rates.

The results

With Criteo, FSA Store is able to drive high-potential users to its site and engage users at the time at which they are most likely to buy. The company's full-funnel performance marketing campaign helps drive new sales by re-engaging lapsed users and helps FSA Store make the most of their online ad spend.

- Sales have increased by **75%** year-over-year
- Revenue has jumped by **79%** year-over-year
- Click-through rate increased by **45%** year-over-year
- Impressions have increased by **120%** year-over-year



See what works

See more proof that performance works at Criteo.com.