

# VEDIA

Top Swiss e-tailer, Vedia, unlocks unprecedented performance and additional revenue by using Criteo Dynamic Retargeting with Facebook Dynamic Ads.



THE RESULTS

↑ 15%

Click through rate (CTR) on Facebook

↑ 15%

Incremental sales across all campaigns

↓ 7%

Cost of sale (COS) on Facebook

By adding Facebook Dynamic Ads to its existing Criteo Dynamic Retargeting campaigns, Vedia was able to dramatically amplify performance. Criteo's granular analysis of each individual's purchase intent and ability to precisely predict the optimal personalized offer to display, helped Vedia capture 15% incremental sales across mobile and desktop at 7% lower COS. Compared to Vedia campaigns running on other channels, Criteo campaigns running with Facebook Dynamic Ads delivered 15% higher CTR and 18% lower cost per order.

Source: Campaign data analysis by Criteo between January 2016 - May 2016.



Criteo's technology coupled with top-notch customer support, has been instrumental in helping us reach our goals.

Including Facebook Dynamic Ads in our campaigns helped us reach our customers where they spend a significant amount of their time. Criteo's technology helped us engage customers with personalized recommendations that drove more conversions.

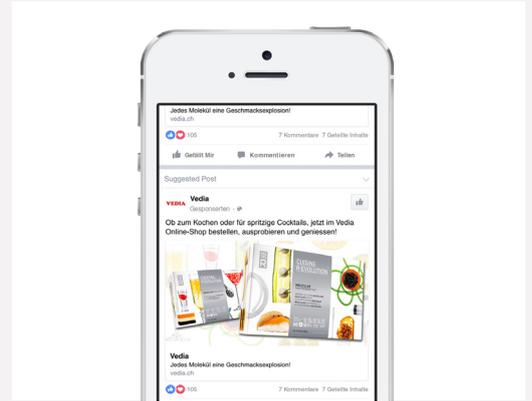
- Cornélia Kuckelkorn, Director Marketing



THE CHALLENGE

One of the top 30 Swiss online retailers, Vedia, was looking for an advertising partner that could help unlock additional revenue channels for its vedia.ch and kays.ch online stores while meeting low COS targets.

Since partnering with Criteo in 2014, Vedia has been able to reach its customers with highly personalised messages targeting each individual user - driving excellent campaign performance and revenues. To unlock even more sales, Vedia looked to Criteo in 2016 to incorporate Facebook DPA into its retargeting mix.

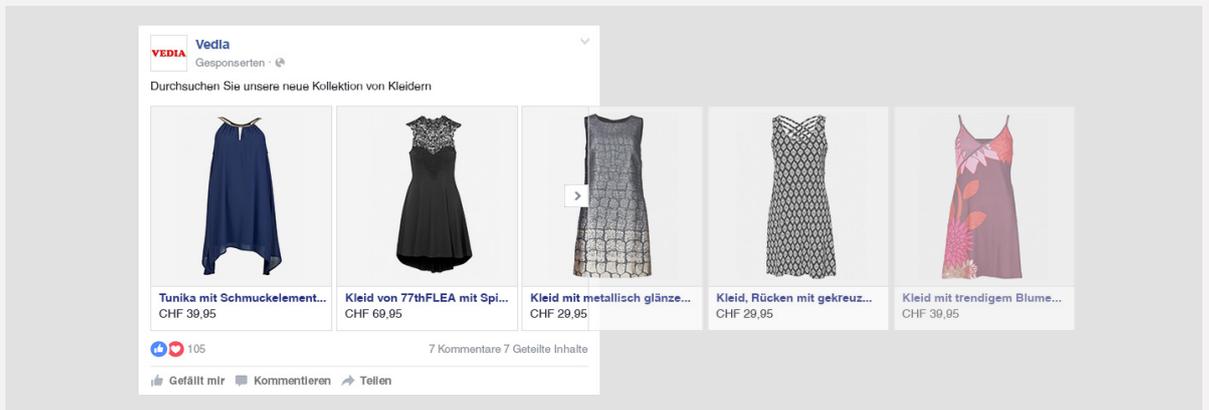


THE SOLUTION

In an effort to achieve maximum reach, additional conversions and greater performance, Vedia leveraged Criteo Dynamic Retargeting to power their Facebook retargeting campaigns across desktop and mobile.

By enabling Criteo Dynamic Retargeting to power their Facebook Dynamic Ads campaigns, Vedia was able to leverage Criteo's proven programmatic technology and reach new shoppers across Facebook properties. With messages optimized to each individual user, Criteo was able to increase Vedia sales by 15% across all campaigns.

The ability to evaluate a shopper's complete shopping journey across Criteo's immense network of 16,000 direct publisher partners, coupled with a tight Facebook integration, extended Vedia's reach across the entire purchase path, decreasing its campaigns' CPO by nearly 20% and COS by 7%.



WHY CRITEO

Increase Performance  
with highly relevant, personalized ads



Efficient Spend  
with ads automatically optimized to drive conversions



Complete User Path  
accessible across 16,000 direct publishing partners



New Product Discovery  
drives 28% of sales



For more information on Criteo Dynamic Retargeting with Facebook Dynamic Ads, please visit [www.criteo.com/products/facebook-dpa/](http://www.criteo.com/products/facebook-dpa/).