

MADE⁺

Criteo's email retargeting solution has dramatically expanded Made.com's email reach in Italy, reaching consumers it couldn't have otherwise and delivering impressive incremental revenue.



THE RESULTS

↑ 200%
Over target ROI

↑ 31%
Open Rate

↑ 36%
Remarketing revenue from email

With superb open and conversion rates, Criteo email has increased Made.com's volumes week-over-week and performed well beyond the client's target ROI.



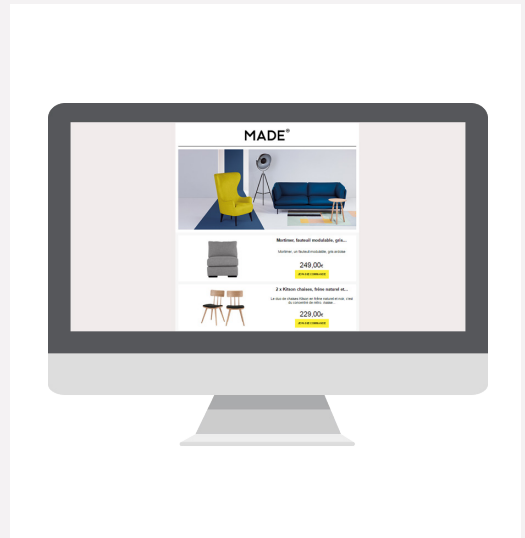
We expected good results from Criteo email based on what our internal retargeting was producing – but they exceeded all our expectations, delivering 3X our target ROI for the campaign in Italy. Criteo email is an excellent complement to CRM-based marketing and helps us re-engage many more site visitors.

Lorenzo Calcagni, Head of Italy, MADE.COM 

THE CHALLENGE

Made.com offers high-end designer furniture directly from makers to buyers online, excluding middlemen and reducing costs. The company has partnered with Criteo for display performance marketing since it first came online, and it is a heavy user of email marketing to communicate new products, promotions and distribute its online newsletter.

With success using its CRM database to retarget site visitors via email, Made.com wanted a way to reach even more consumers. So, in 2015, it launched Criteo email in Europe to broaden its email retargeting reach to consumers not already in its CRM.



THE SOLUTION

With Criteo email in place, the client is able to retarget a new group of motivated consumers who can't otherwise be reached via email. At the time the campaign was initiated in France, Criteo had access to 26% of all internet users in the market. Excellent results in France led Made.com to deploy in Italy, where Criteo currently accesses 13% of all internet users in the market.

Highly personalized emails generate excellent open rates in both markets as well as week-to-week growth in volumes as Criteo continually adds new publishers to its network. Based on the success in France and Italy, Made.com is considering launching Criteo email in the UK.

HOW IT WORKS

Criteo email leverages our massive network of 16K+ publishers to match anonymous site visitors to email addresses. That enables Made.com to retarget site visitors who don't provide an address with dynamic, relevant and personalized email messages. Both the French and Italian Criteo email campaigns targeted recognized users who visited the Made.com website anywhere in the funnel - from category pages and product pages to basket abandoners.

Criteo's strict privacy standards ensure transparency and control at all times. Email recipients can opt-out any time, and Criteo never stores user emails.

