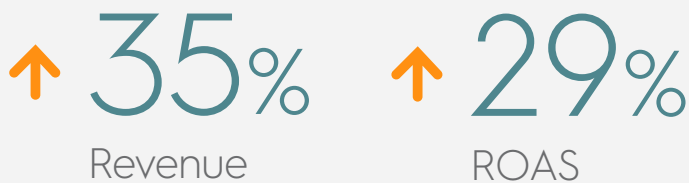


PartySuppliesDelivered

PartySuppliesDelivered.com
unlocks +30% Google
Shopping revenue with Criteo
Predictive Search



THE RESULTS



BACKGROUND

PartySuppliesDelivered.com (PSD) is a division of Mattress USA. As one of Internet Retailer's top 500 retailers, it is one of the fastest growing online party supply and novelty sites in the US. PSD aims to be their customers' one stop shop for all party needs whether it is party supplies, holiday decorations, costume accessories, or gifts.

PSD was looking for a partner that could both grow and fully manage its Google Shopping program. Google Shopping was an important channel for the company, but with 8,000+ SKUs to manage, building and managing its campaigns in-house was simply not feasible.



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Handling Google Shopping in-house, we couldn't give all of our SKUs the attention they needed to really maximize volume - and we were losing impressions to our competition. Criteo makes everything much more efficient; our Google Shopping performance has soared.

Aaron Hall, Division Vice President

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THE
SOLUTION

When PSD saw how Criteo Predictive Search was performing for FurnitureCrate.com (another Mattress USA division), the company was eager to put it to the test.

HOW IT WORKS



Predictive Bidding at the SKU Level

Criteo Predictive Search transformed PSD's Google Shopping program so that all bidding decisions were made at the SKU level instead of at the category level. Every automated bid took into account key signals, including product attributes, device, user intent, and user behavior.

As a result, PSD was able to bid with high precision on every impression.



End-to-end Solution Includes Feed Management

Criteo Predictive Search encompasses all aspects of Google Shopping campaigns, including ongoing feed management and optimization. Unlike most solutions for Google

Shopping, Criteo maintains PSD's feed by continually updating categories for accuracy - minimizing errors, maximizing visibility on Google, and enabling high-precision bidding.



Responsive Campaigns are Fully Automated

Criteo Predictive Search seamlessly and accurately maintained all of PSD's campaign elements, including campaign structure, budgets, settings, negatives, and bids. This

coordinated and responsive approach ensured all elements were working together to continually improve performance. It also dramatically reduced the time, resources and guesswork required of PSD teams.



Advanced Remarketing with Dynamic User Lists

Criteo Predictive Search automatically creates, maintains, and sets bids based on each user's current likelihood to make a purchase. PSD's user lists adapt over time based on changing user behavior and propensity to convert, allowing for precise and accurate bidding optimized toward user value.

