



Criteo Predictive Search delivers 90% higher conversion rate for Thrive Market



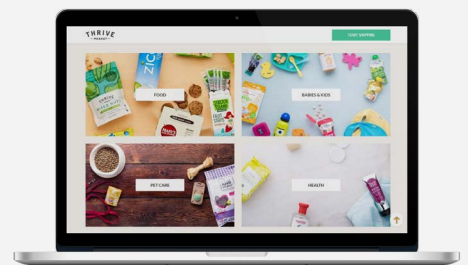
THE RESULTS



BACKGROUND

Thrive Market is a socially conscious online store offering more than 4,000 natural and organic products at wholesale prices. With a mission to make healthy living easy and affordable for every American family, Thrive donates an annual membership to a low-income family for every membership purchased.

As a fast-growing startup, Thrive Market was looking for a partner to efficiently launch and scale its complex Google Shopping campaigns, without requiring complex manual optimization. Criteo offered both Google Shopping expertise and end-to-end automation, including precise predictive bidding, automated campaign structure management, feed optimization, and granular user segmentation.



“We were determined to get the most from our Google Shopping investment, so we wanted experts on board to manage the details. From the consistent results we’ve gotten from the Criteo team and Criteo Predictive Search, it’s clear we made the right decision.”

*Hudson Andrews Director of Marketing & Finance at Thrive Market*



THE SOLUTION

Criteo Predictive Search applied precise predictive optimization to every aspect of Thrive Market's Google Shopping campaigns, generating a significant lift in memberships at a lower cost per conversion.

HOW IT WORKS



Predictive bidding

Criteo Predictive Search provides a fully automated and sophisticated set of multi-layer bids for each product. Using machine learning, it precisely predicts the optimal bid based on 600TB of shopping intent data, including product characteristics, on-site user behavior, device type, searcher intent, and historical performance.



Responsive campaigns

Criteo Predictive Search automates the entire campaign management process, including setting up a SKU level structure and keeping it updated as Thrive's inventory changes. Without requiring any manual campaign management from the Thrive team, they are able to get the most granular level of bidding and best reflect their current selection in their account.



End-to-end management

Predictive Search optimizes the entire Thrive Market product feed, categorizing products and auto-filling attributes with missing values to reduce errors, enhancing visibility, and ensuring products are accurately matched to user intent.



Advanced remarketing

Criteo technology precisely predicts the value of each of Thrive Market's users based on behavioral data gathered from the company's website. These granularly segmented user lists value every user based on his or her current propensity to become a member, improving both campaign performance and efficiency.

