

ROCKPORT

Rockport, a leader in men's and women's footwear, boosts ROAS nearly 5X with Criteo Engine Optimized Segments.



THE RESULTS

↑ 477%

Return on Ad Spend (ROAS)

↑ +44%

Impressions won

By converting from manual segmentation to Criteo Engine Optimized Segments (EOS), Rockport saw consistent revenue growth over the course of a three-week test period. The company was more successful against competitors and achieved 477% ROAS, surpassing its ambitious campaign goals.



We were hesitant at first to give up our current customer segmentation, but within two weeks of beginning the test, EOS shot past our expectations, delivering nearly 500% ROI.

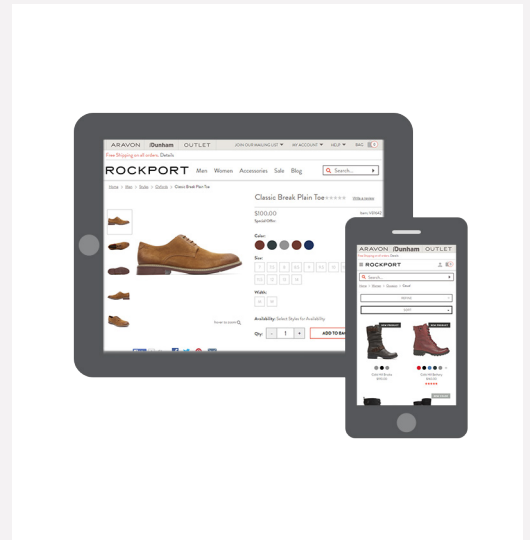
- Grant McAuslan, Director of eCommerce, Rockport



THE CHALLENGE

Rockport, a leader in men's and women's footwear since 1971, offers consumers only the best in fit, technology and comfort. The company was looking for higher sales performance from its rockport.com ecommerce site, but it was reluctant to dismantle its current CPC segmentation model.

Criteo encouraged Rockport to conduct a test of Criteo EOS, which would re-segment the retailer's users into a single pool for more fluid and automated bid optimization. Rockport consented to the test, but set a high bar for the Criteo team, targeting an ROAS of at least 350%.



THE SOLUTION

EOS is proven to consistently deliver Criteo clients either lower COS at constant sales volume or higher sales volumes at constant COS.

Rockport agreed to test out EOS for a three-week trial. Rockport's user segments were combined into a single pool, allowing the engine to bid more efficiently and on a user-by-user basis.

With this added freedom, the Criteo engine can bid less aggressively on users predicted to be less valuable and more on users predicted to be more valuable, resulting in improved COS and higher sales volumes.

Rockport was thus able to bid above its previous CPC caps for users who are worth the extra spend: those likely to buy and likely to spend more when they do.

