

# Pinkoi

Pinkoi is Asia's leading online marketplace for buying and selling original design. It is more than an e-commerce platform: it is a community for talented homegrown and international designers.

Criteo's performance marketing solutions helped Pinkoi increase customer retention, and drive growth for it's business.



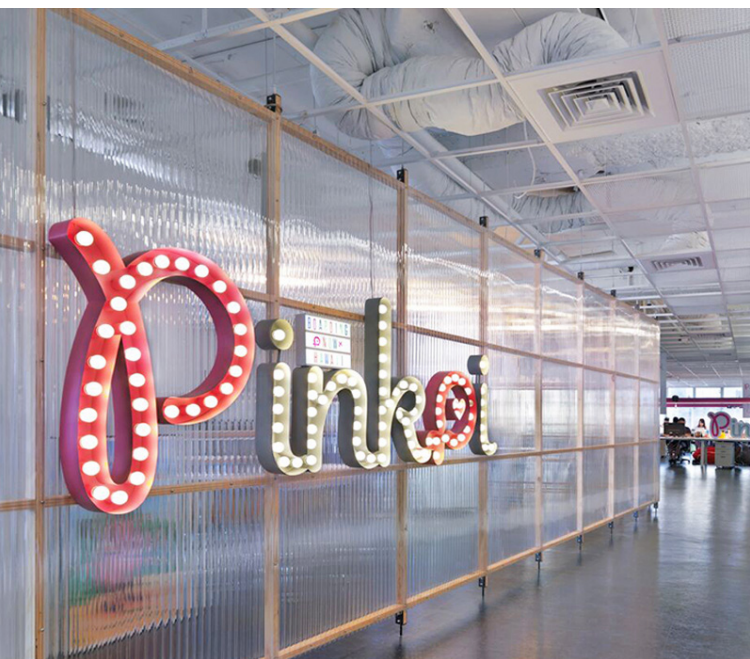
THE RESULTS

↑ 30%  
Reduction in Cost per Acquisition

↑ 15%  
Increase in Total Revenue

↑ 10%  
Increase in Number of Web Sessions

On top of improved marketing and business results, which includes a 15% increase in total transactions, Criteo's efficient solutions have made life easier beyond the marketing department. The design team does not have to waste time reformatting the layouts; the product team does not have to manually select products to push out, and the IT team does not have to worry about integrating with different technologies. Everyone can concentrate on their core tasks and increase value for the company.



In many end to end tests I've done with other specialized retargeting solution providers, Criteo is by far the only platform that has fully automatic optimization techniques. Such techniques reduce our time and cost spent on manually or semi-automatically distributing ads. We thus can focus on enhancing our performance in other areas such as logistics and IT.

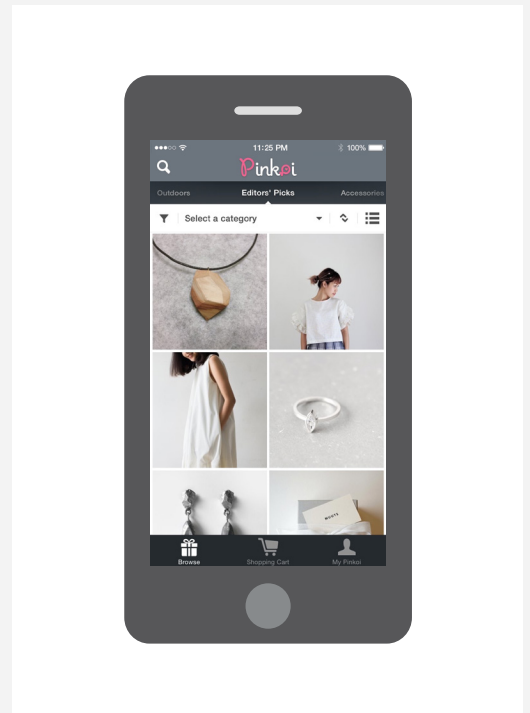
- Peter Yen, Co-Founder and CEO



THE CHALLENGE

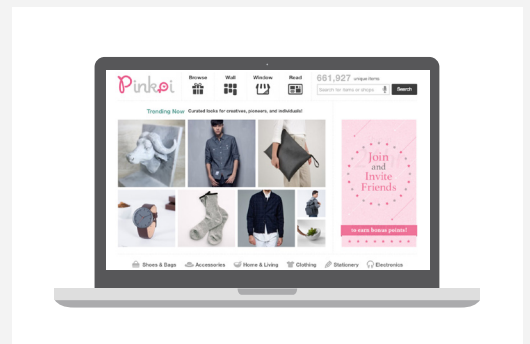
Starting with the observation that designers in Taiwan have no single online platform to promote their work to overseas customers, Pinkoi was formed to give independent designers exposure. It then expanded to include works from designers in Asia.

Since Pinkoi's establishment, they had tried to increase visibility through Facebook marketing, blogger engagements and other sources. The large amount of social media exposure enabled Pinkoi to attract customers to the website, but soon found it difficult to maintain the level of customer retention. They knew they had to include a performance advertising tool, hoping to encourage consumers to return and complete transactions in a more effective way.



THE SOLUTION

Criteo's performance advertising solution uses real-time Big Data analysis coupled with a predictive technology to show personalized ads for each consumer, enabling Pinkoi to lower its cost per acquisition (CPA) and better target customers. The fully automatic and dynamic retargeting platform encourages users to return to the site and complete the transaction.



HOW IT WORKS



Powerful automatic optimization techniques

Fully automatic optimization techniques. reduce the time and cost spent on manually or semi-automatically distributing ads.



More eye-catching dynamic banners

Criteo's performance advertising can generate fully personalized and dynamic banners aligned with the image and tonality of the client.



More publishers, wider reach

Dynamic retargeting coupled with cross device capabilities and over 10,000+ publishers worldwide allow Criteo to be the leader of e-commerce advertising solutions.