

 SmartBuyGlasses

To reduce the bounce rate on its site and re-engage cart-abandoners, SmartBuyGlasses took advantage of Criteo dynamic ads to retarget site visitors and bring them back for a purchase. Criteo ads now drive 7% of the company's global sales.



THE RESULTS

+ 50%
traffic

7%
of global sales

1
performing channel

After testing Criteo ads for retargeting in 2014, SmartBuyGlasses achieved great results in a short amount of time. As a result, SmartBuyGlasses decided to add Criteo mid-funnel ads to its retargeting mix in late 2015, engaging both recent customers and those who had been on their site in the past, thus boosting clicks by 14%.

Criteo ads now generate 9% of the company's web traffic and 7% of its online sales, making it SmartBuyGlasses' top-performing channel globally.



Criteo's algorithm and customer journey data help us reach consumers we couldn't otherwise.

The platform also makes it easy for us to adjust our bidding to optimize the seasonality of our business, which varies from geo to geo."



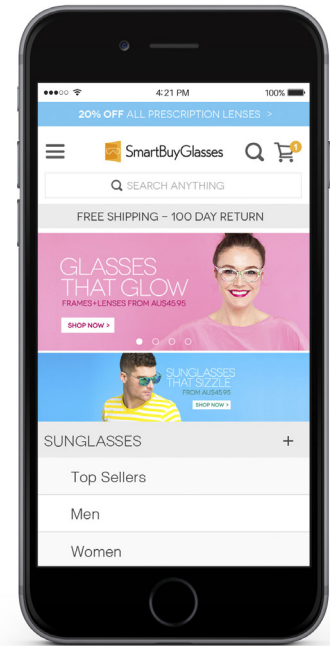
- Augustin du Mesnildot, Global Marketing Manager for Motion Global

THE CHALLENGE

The SmartBuyGlasses Optical Group, powered by Motion Global, is a leading designer eyewear e-retailer, with websites in 30+ countries.

Operating in 15 languages worldwide, SmartBuyGlasses works closely with global distributors to provide customers with a comprehensive range of eyewear at excellent prices. Like many e-commerce merchants, the company was seeing a high bounce rate on its product and checkout page.

It turned to Criteo to help capture those lost sales using dynamic retargeting at multiple stages of the sales funnel.



THE SOLUTION

With a combination strategy that retargeted recent site visitors and reengaged past shoppers, SmartBuyGlasses was able to access and convert consumers across the web with highly personalized, relevant ads.

Feed optimization has been vital to the success of the company's retargeting campaigns, enabling SmartBuyGlasses to segment its product feed into multiple categories and control bids at a very granular level.

In response to its success with Criteo, the company has expanded its campaigns to 18 markets including, UK, US, Australia and Hong Kong, and Criteo ads now drive 9% of its web traffic around the world. Going forward, Criteo's management platform will enable SmartBuyGlasses to analyse and manage its Criteo campaigns even more efficiently, and the company plans to carry on retargeting efforts as well as deploy acquisition programs through 2016.

