

# SportScheck

The leading sports retailer in Germany, Sportscheck recently tested Criteo Facebook Dynamic Ads. Criteo's retargeting solutions generated a significant uplift in sales for the retailer.



THE RESULTS

↑ 58%  
Increase in Sales

↑ 13%  
DPA share of all sales

Criteo Dynamic Retargeting with Facebook Dynamic Ads generates higher revenue at a lower COS. The company now runs all of its retargeting activity on Facebook with Criteo Dynamic Ads. Sportscheck saw a 58% uplift of sales volumes generated by the retargeting campaign on Facebook. Now 13% of the Sportscheck sales generated by Criteo are coming through Criteo Dynamic Retargeting with Facebook Dynamic Ads.



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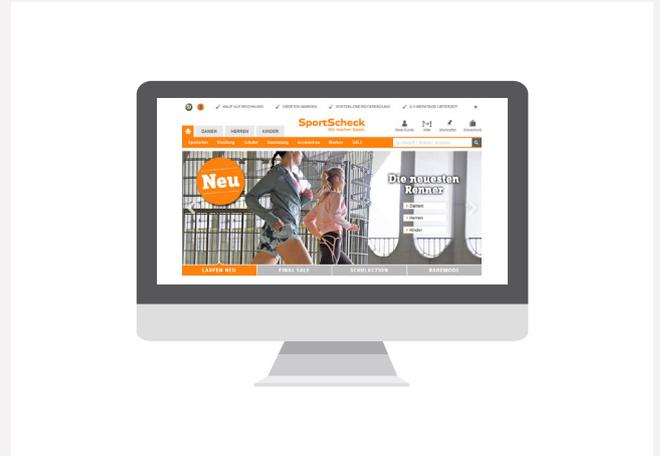
Criteo's personalized Facebook Dynamic Ads were extremely efficient on both mobile and desktop, delivering high volumes and sales while staying within our COS (Cost of Sales) parameters. This success convinced us to activate Facebook Dynamic Product ads across all our Criteo retargeting campaigns.

- Rahel Götz, Team Lead Online Marketing

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## THE CHALLENGE

Munich-based SportScheck sells sporting goods online and offline in Germany as well as online in Austria and Switzerland. The company began working with Criteo for display performance advertising in 2010, with the goal of maximizing sales and order value within COS target. The company was eager to see if the same goal could be achieved on Facebook, so it tested out Criteo Dynamic Ads on the social network.



## THE SOLUTION

Sportscheck launched its mobile Dynamic Ads campaign in August 2015 by adding Facebook In-App inventory to its existing Criteo campaigns.

Sportscheck saw across-the-board benefits. By analyzing consumer purchase intent across the entire shopping journey, Criteo serves real-time, relevant ads that get significantly better results than static ads. In addition, adding Facebook to its Criteo campaign is bringing more data to the Criteo engine and thus driving higher performance across all inventory.

Sportscheck recently activated Facebook Dynamic Ads across all its Criteo Dynamic Retargeting campaigns. The company now displays relevant, multi-product ads on Facebook across all devices.

## HOW IT WORKS

### 1 Increase Performance

Analyzes an individual's purchase intents across the entire shopping journey.



### 2 Efficient Spend

Optimizes Facebook bids to maximize purchases and reduce cost.



### 3 Complete User Path

Captures the full user journey based on direct relationships with 16,000 publishers, increasing conversions.



### 4 New Product Discovery

Predictive algorithm drives up to 28% of sales from new products across the advertiser's entire catalogue.

