

navabi

Fashion retailer triples conversions by pairing TV ads with Criteo Dynamic Retargeting



THE RESULTS

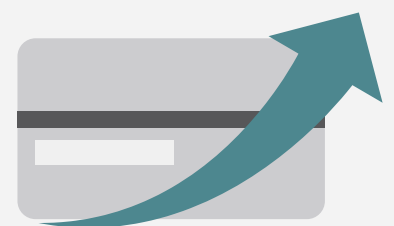
↑ 330%
Conversions vs TV alone

↑ 27%
AOV vs TV alone

Criteo analysis showed that pairing TV campaigns with personalized Criteo banners creates measurable synergy, turning traffic into revenue. Navabi was able to reinforce brand awareness and drive sales by following up on TV spots with Criteo retargeting.

THE CHALLENGE

Navabi is a leading fashion retailer focusing on plus-size apparel from leading brands and its own navabi line of clothing. The company operates in more than 30 countries and recently made a significant investment in TV advertising to drive traffic to its site. However, navabi's customers tend to visit the site several times before making a conversion, thus it is vital for the company to measure and attribute transaction uplift in addition to traffic uplift. Specifically, the company wanted to understand how its performance marketing and TV advertising work together.



//

"For me, the three words that define Criteo would be data, performance, and service."

Daniel Barker, CMO Navabi GmbH

//

THE SOLUTION

Criteo analyzed the number of new customers* visiting the navabi site within five minutes after each TV spot. The study revealed that about 50% of navabi's post-spot site visitors had also seen at least one Criteo banner and, most important, convert at a much higher rate: +330% and with +27% higher AOV.

The analysis demonstrated how Criteo Dynamic Retargeting ads bring back new users to the navabi site and converts these new users into customers.

HOW IT WORKS

1



Boost online traffic at key TV moments

15-20% CPC increase during spot time and up to 10 days thereafter

2



Personalize messages

Retargeting and commercials are a good combination to convert users effect at the TV time.

3



Re-engage TV viewers online

Bring back users that are still unfamiliar with the brand after a TV generated visit.

4



Optimize budget across channels

Reserve extra budget for Online Marketing to lead users who are visiting the website post TV to a conversion.

