

# crocs™

Crocs Japan doubles sales using personalized recommendations to create a store-like service experience online.



THE RESULTS

↑ 200%  
Increase in online sales  
\*measured in 2016

↓ 36%  
Cost of Sales

Crocs Japan started using Criteo since 2011 and has since then enjoyed a steady increase in sales and ROI. In 2015 alone, the company doubled sales, and the Crocs team spends less than an hour each week to manage a campaign.



Consumers have become smarter, thanks to technology. To drive purchases in a world where online selection is practically infinite, it is vital to employ retargeting ads optimized for each individual. Using Criteo has ensured that we efficiently acquire more customers.



- Kim Young Eun  
E-commerce Digital Marketing Manager  
Crocs Japan GK

THE CHALLENGE

The Crocs footwear brand has become globally popular for its lightweight, comfortable products. In addition to its ubiquitous clogs, the company offers an extensive lineup of other footwear, including sneakers, heels, loafers, rain boots, and even work shoes.

Crocs Japan sells products through company stores, retailers and online. In 2011, the company started to strengthen its official online store. Without the limitations of physical retail space, the website offers over 200 products.

“When shopping in the real world, customers often have trouble making up their minds and go back and forth visiting a number of stores. This is even true online, due to the overwhelming options and selection.

“No matter how many people you attract to the website, it does not mean that each visit will automatically convert into a sale. In order to bring back people who have left the site, we needed a mechanism to follow up and remind them,” says Kim.

Criteo offered the ideal dynamic retargeting ad solution.



THE SOLUTION

Powered by machine learning, Criteo delivers individually personalized ads based on each consumer’s browsing history and buying habits. While static banner ads serve as a notice, dynamic retargeting ads are used to encourage customers to make the purchase. What’s more, Criteo’s automated technology maximizes performance with minimal cost and effort.

“If a banner ad is like a shop window showcasing products, then a retargeting ad is like a shop clerk pointing out a product the customer had been checking out in the window,” adds Kim. “The customer is happy to have assistance, and a reminder makes the sales pitch much more persuasive. Consumers don’t just click on any static banner they see. This is why it is essential to use retargeting ads that are personalized based on the intent of each individual shopper.”

With the Criteo team providing detailed maintenance of campaign settings and diligent feed management during special sales and campaigns, retargeting performance has really taken off for the company.

“After many years of operation, we are still enjoying efficient customer acquisition,” says Kim. “But we will have to keep trying new things if we want to keep making progress.”

Given the fact that more than half of its sales are driven by traffic coming from smartphones, the company plans to further improve recommendation accuracy by implementing cross-device measures.