

# schuh

Leading UK retailer Schuh expands reach and unlocks performance using Criteo Dynamic Retargeting for Facebook and Instagram.



THE RESULTS

21%

Of sales driven by Dynamic Ads



2x

CTR on Facebook & Instagram



54%

New product discovery

Opening up its Criteo Dynamic Retargeting campaigns to include Dynamic Ads on Facebook and Instagram delivered a dramatic increase in performance and sales volume for Schuh. Criteo's ability to precisely predict the right personalized offer for each shopper and its granular understanding of purchase intent helped Schuh reach new customers and drive new product discovery by 54%. Criteo-powered Dynamic Ads enjoy twice the CTR of Schuh campaigns running on other channels and have become an integral part of Schuh's digital advertising strategy, generating 21% of total sales.

Source: Campaign data analysis by Criteo on September 2016



Criteo has allowed us to interact with customers and deliver highly relevant product recommendations on platforms we've previously been unable to reach. With a high level of interaction coming via products not previously viewed on our website, achieving 2X higher CTR with Facebook Dynamic Ads compared to other channels. Relevancy, reach and revenue – a winning combination for any retailer!



- Clair Masson -  
Digital Marketing Manager, Schuh

THE CHALLENGE

As a leading UK footwear retailer, Schuh was looking for a performance marketing partner that could boost customer reach, increase campaign performance and generate a significant increase in sales volume.

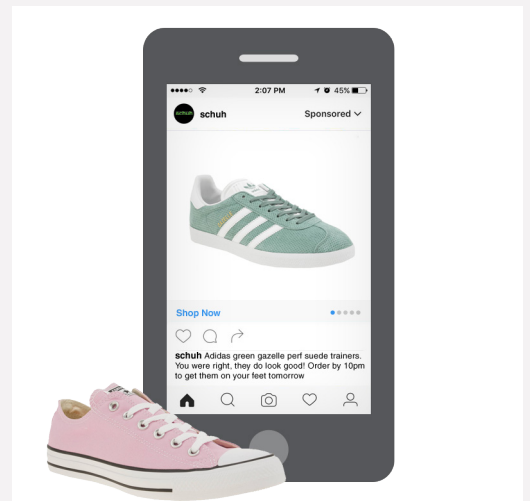
Soon after partnering with Criteo in May, 2016, Schuh incorporated Facebook and Instagram Dynamic Ads into its existing Criteo Dynamic Retargeting campaigns. By opening up an additional marketing channel, Schuh was hoping to reach new customers and unlock incremental sales at the same low cost of sale.



THE SOLUTION

Schuh enabled Criteo Dynamic Retargeting to power its Facebook Dynamic Ads campaigns in an effort to achieve maximum campaign performance and align its retargeting campaigns across all channels.

Criteo's ability to granularly analyze a shopper's purchase intent and precisely predict the right personalized offer to display increased new product discovery by 54% across all channels. In addition, Criteo-powered Facebook and Instagram Dynamic Ads campaigns generated 21% incremental sales across all campaigns.



WHY CRITEO

**1** Increase Conversions  
by capturing the full consumer journey on 17,500 publishers, and serving highly relevant, personalized ads across Facebook and Instagram



**2** Efficient Spend  
with ads and messages automatically optimized to drive maximum purchases across Facebook's network.



**3** Product Recommendations  
driving 28% of sales across the entire product catalogue from products not previously viewed.



**4** Kinetic Design  
enhances brand visibility and boosts campaign performance by 15% across Facebook and Instagram.

