

trimfit

Trimfit, a children's apparel brand offering underwear, bras, socks, crews, booties and tights for infants, boys and girls, sought new ways to drive brand awareness around a number of new product categories.



THE RESULTS



During the first two months of Trimfit's campaign with Criteo Sponsored Products, Trimfit saw results which included over 1,300% ROAS, 13 million impressions, and a 40% increase in conversion rate.



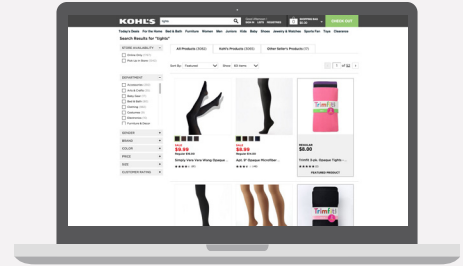
All of the campaigns Trimfit has run with Criteo have returned extremely positive, above-benchmark returns. Based on the results, I am convinced that Criteo will continue to be a critical part of our digital marketing strategy.

- Ryan Craver, President & CEO



THE CHALLENGE

As a brand historically known for high quality socks and hosiery, Trimfit was seeking strategies that would help break into new categories such as infant snap booties and slippers to ultimately grow its business, customer base and sales.



THE SOLUTION

Given that Trimfit's products currently sell nationally on sites within Criteo's retailer network, including Kohls and Macy's, leveraging the Criteo platform was the perfect way to showcase the brand's rapidly expanding assortment.



HOW IT WORKS

1 Fund Your Account
Funds appear in your account within 24 hours.



2 Choose Campaign Products
Select SKUs to engage shoppers as they browse across ecommerce sites.



3 Place Bids
See your ads live on retail websites in minutes.



4 See 360° of Attribution
Connect shoppers with their purchases across a network of 50+ retail sites.

