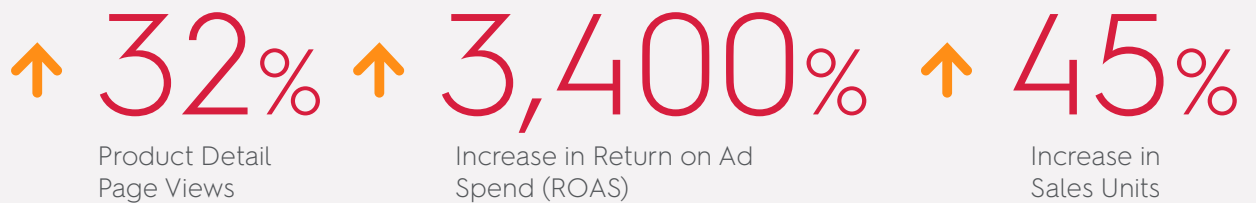


# Vax

Vax, the UK's number one floor care brand with sister brands Dirt Devil and Oreck, was looking for a unique and powerful option like Criteo Sponsored Products to gain a competitive advantage accessing high-intent shoppers to drive incremental sales.



THE RESULTS



Vax saw success across all product categories, with a 32% increase in visits to Product Detail Pages across the Criteo network. This increase in shopper traffic led to an incredible overall Return on Ad Spend (ROAS) of 3,400% with individual sub-categories like Upright Vacuums achieving above 4,500% ROAS. Even more impressive were the directly-attributable sales gains across the portfolio: a 45% increase in sales units and a 25% increase in sales revenue.



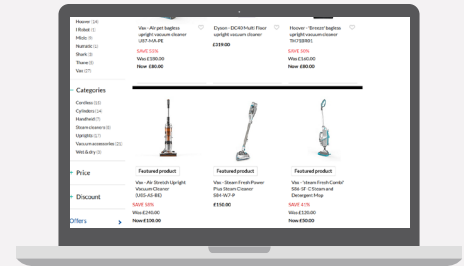
The results speak for themselves. Vax had never expected such impressive results given such diverse goals, brands and requirements. We were also highly impressed with Criteo's ability to optimise our campaign to achieve the best returns, based on their direct attribution visibilities.

- Lauren Reilly, Director of Digital



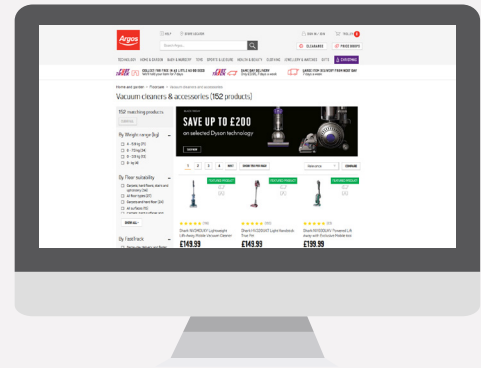
THE CHALLENGE

Vax needed the flexibility to promote specific products and the ability to directly understand the sales impact of that activity to rapidly optimize based on performance goals. They also needed a solution that could address different objectives – for some product lines, gaining market share was a focus (new product development), while for others maintaining share in a very competitive category was the priority.



THE SOLUTION

Criteo created a tailored programme that could address Vax’s multiple needs over the key Spring Cleaning season. Multiple product campaigns were initiated for targeting and flexibility. Consumer shopper journey strategies were incorporated in Search and Browse along with key technology like In-Market Bid Multipliers for shopper targeting.



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.

