



Driving sales at lower costs

Thanks to Criteo DPA, tire retailer Special Gomme IT has been able to increase its overall ROI while lowering its cost of sale (COS).



THE RESULTS

↓ 36%
Cost of sales

↑ 9%
Sales

↓ 38%
Cost per order

By adding Facebook Dynamic Ads (DPA) to its Criteo remarketing campaign, Special Gomme IT was able to dramatically reduce cost of sales by 36% and increase purchases made by 9% - at 38% lower cost per order. DPA not only exceeded the client's expectations, it also allowed the campaign to perform better and better over time.



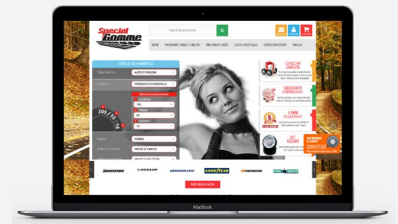
Criteo's ability to understand our consumers' path to purchase is unparalleled. With the addition of Facebook Dynamic Ads to our Criteo campaigns, we achieved 2x greater CTR and 3x greater conversion rates. With an aggressive strategy focused on new customer conversion, Criteo's platform helped us convert more than 10% of new customers and generate over 20% more sales.

- Pasquale Vece, CEO Special Gomme IT



THE CHALLENGE

Special Gomme works in a highly competitive market with low margins. The company chose Criteo as its main display partner, with the primary purpose of enhancing ROAS, increasing sales on their site, and keeping cost of sales under target.



THE SOLUTION

Criteo Dynamic Retargeting evaluates each shopper's journey across thousands of publishers and devices, to assess purchase intent. The Criteo Engine then precisely predicts the optimal personalized offer to display on Facebook for maximum sales conversions – all in real time. With the full capabilities of Criteo Dynamic Retargeting integrated with Facebook Dynamic Ads, Special Gomme IT is able to leverage our proven programmatic technology across Facebook's properties, converting new customers and increasing sales across desktop and in-app.



HOW IT WORKS

1



Increase Performance

Analyzes an individual's purchase intent across the entire shopping journey.

2



Efficient Spend

Optimizes Facebook bids to maximize purchases and reduce cost.

3



Complete User Path

Captures the full user journey based on direct relationships with 17,000 publishers, increasing conversions.

4



New Product Discovery

Predictive algorithm drives up to 28% of sales from new products across the advertisers entire catalog.