



LIVE
OUT
THERE

Live Out There grew sales 4X with Criteo Retargeting and Facebook Dynamic Product Ads (DPA).



THE RESULTS

↑ 36%

Increase in Revenue

↑ 4X

Increase in Post-click Sales

↑ 23%

Increase in Impressions

14%

Sales from Facebook DPA

This mix of channels increased impressions by 23%, post-click sales by 4X and revenue by 36%. It also drove increased engagement on social media; 14% of Live Out There's post-click sales came from Facebook DPA.

BACKGROUND

With free shipping from coast to coast, Live Out There is Canada's premiere destination for online shopping. Whether you're a high-performance gear junkie, a city dwelling trendsetter, or someone who is simply interested in keeping their kids warm, Live Out There has what you need.



Criteo immediately provided value by driving increased impressions, sales and ultimately revenue. The combination of the powerful, intelligent Criteo Engine and the knowledgeable, dedicated Account Strategy team was the force behind our revenue-generating campaigns.

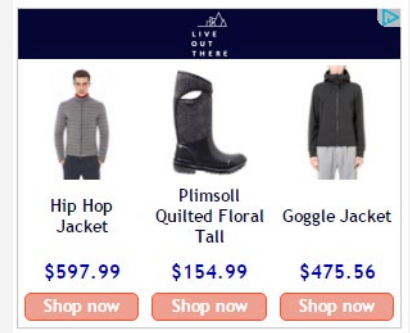
Jeff Talajic, VP Sales & Marketing, Live Out There



THE CHALLENGE

Canadian outdoor clothing and gear retailer Live Out There is constantly looking for ways to increase sales and extend customer reach.

With its customers so active and always on the go, Live Out There wanted a way to connect with them on the move and when they are most likely to convert.



THE SOLUTION

To increase sales and to extend customer reach, Live Out There tapped into Criteo Dynamic Retargeting and Facebook Dynamic Product Ads (DPA). This complete solution guaranteed customer reach across all platforms, including social inventory. As a result, Criteo was able to evaluate each shopper's journey across all devices and destinations to accurately assess purchase intent.

The Criteo campaigns immediately started outperforming Live Out There's KPIs and delivering sales. In the course of a year, Criteo campaigns increased Live Out There revenue by 36% and impressions by 23%. They also quadrupled post-click sales, 14% of which came from Facebook DPA.

