



Hasbro achieved stellar results with Criteo Sponsored Products throughout 2015 with a continually optimized investment plan, including a 1,100% annual Return on Ad Spend. The account team incorporated learnings from initial campaigns into ongoing management, adjusting product emphasis, spending levels and placement types.



THE RESULTS

↑ 63m  
Impressions

↑ 1,100%  
Increase in Return on Ad Spend (ROAS)

Entering the festive season, Hasbro was specifically focused on ensuring a strong share of voice and the ability to promote key products like the Nerf Modulus Blaster and the FurReal Friends StarLily Magical Unicorn. While increased spending does not always correlate with improved return rates, Hasbro saw ROAS climb to well over 1,000% during this critical sales season, with the Nerf and FurReal Friends products achieving ROAS of 1,700-1,800% during these months.



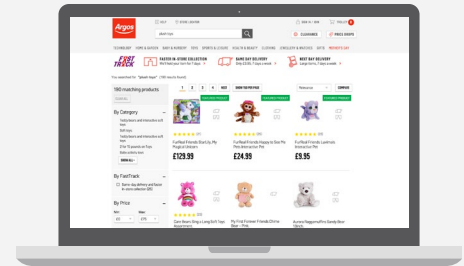
The account management and leadership we experienced were unparalleled. Hasbro is keenly focused on driving profitable ecommerce sales, and Criteo is a strategic partner that allows us to have tactical presence to reach shoppers and demonstrate the resulting sales attribution with insightful reporting.

- Craig Wilkins, Marketing Director



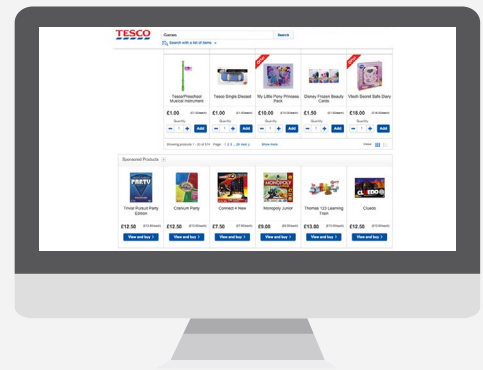
THE CHALLENGE

Operating in the highly-competitive Toys & Games category, where sub-categories can contain hundreds of competitive products, Hasbro was seeking a bold way to drive measureable and accountable returns while still allowing for the flexibility that a diverse, complex product portfolio requires.



THE SOLUTION

Hasbro partnered with Criteo and OMD to develop robust product ad campaigns. The account team set up regular optimization meetings to ensure that real-time performance was being addressed, market conditions were incorporated and current business demands were being addressed. Criteo's Bid Multiplier Controls, which allow accounts to adjust bids by Shopper Target and Placement Type, were critical to Hasbro's overall success. Bid Multipliers were used for Search vs. Browse and Mobile vs. Desktop, depending on the immediate need.



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.

