



Founded in 2011, ShopClues is India's first and the largest managed marketplace with more than 100 million monthly visits on its website and mobile platforms. Since launching its Android app in 2014, as well as Windows and iOS app in 2015, ShopClues receives 60 percent of its total traffic from mobile.

Criteo's performance marketing technology has helped ShopClues engage with their customers with the right products, at the right time, across platforms including mobile and desktop.



THE RESULTS

↑ **323%**  
Increase in Sales Volume

**1000%**  
Return On Advertising Spend (ROAS)

↑ **70%**  
Increase in Sales Order Value (SOV)

In less than a year, ShopClues has achieved a significant increase in sales volume by leveraging Criteo's technologies such as in-app and display advertising and retargeting. Through this partnership, ShopClues saw **323 percent increase in sales volume, 1000 percent in ROAS value and 70 percent increase in sales order value (SOV) through Criteo Engine.**



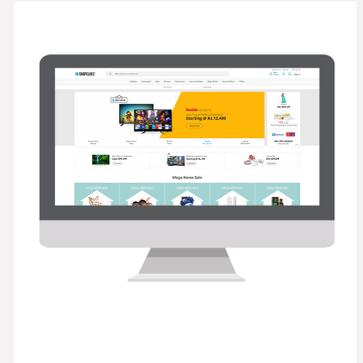
By partnering with Criteo, we are able to appeal to each customer and increase positive engagements seamlessly across multiple platforms. Their performance marketing solutions have helped us understand our customers better and optimise our engagement channels. Criteo has helped us build a holistic strategy to continuously appeal to our customers by helping them discover the products they need and encourage increased purchases on our website and mobile apps.

- Harneet Singh, Vice President, Head of Marketing, ShopClues



BACKGROUND

Founded in 2011 in Silicon Valley, ShopClues is India's first and largest managed marketplace that connects buyers and sellers online. Putting customers at the heart of its business, ShopClues offers a trusted and safe online experience by bringing to its customers a great selection at low prices and a speedy delivery to 30,000 pin codes across India.

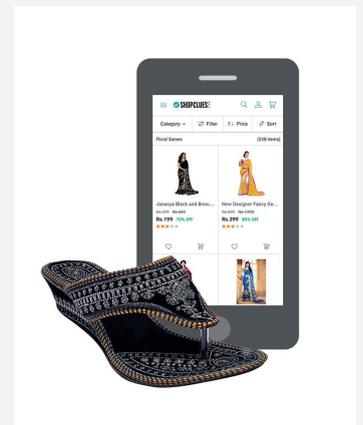


Expanding beyond the desktop, ShopClues launched its first app platform in 2014 and receives 60 percent of its total traffic via mobile.

THE CHALLENGE

With more than 500,000 merchants and millions of products on their platform, Shopclues recognized the need to keep millions of their website and app visitors informed on the latest product and deal offering.

To do so, they needed a partner who can help them understand their customers' needs and drive conversions by delivering a consistent, highly personalised advertising content to each shopper. ShopClues' goal is to engage with their customers with the right products, at the right time, across all platforms including mobile app and desktop.



THE SOLUTION

To drive positive engagements across multiple platforms, including mobile app and desktop, ShopClues partnered with Criteo to ensure that a synchronous strategy is in place to deliver a seamless eCommerce experience.

By leveraging Criteo's performance marketing solutions, ShopClues was able to understand the needs of their millions of customers visiting their platforms and deliver relevant, customised ads to optimise sales revenue.

With Criteo, ShopClues saw a significant increase in sales volume and in-app interactions while staying cost effective on marketing spends.



With Criteo, we are able to optimise our remarketing efforts, improve efficiency and continue scaling our business. The power of the Criteo Engine ensures that our ads are appealing and engaging to each unique customer, helping us build brand loyalty continuously.

- Abhishek Dubey, Director, Head of Digital Marketing, ShopClues

