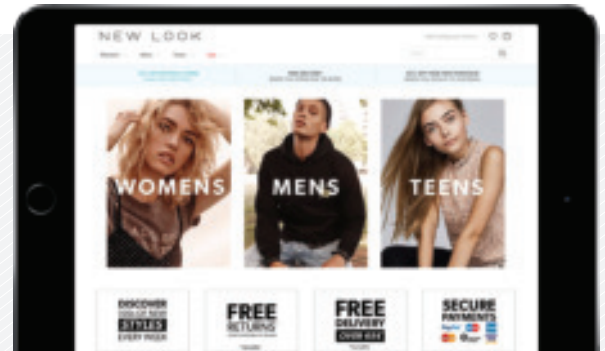


# NEW LOOK

New Look recorded 4x more orders with Criteo Customer Acquisition<sup>BETA</sup>, compared to other acquisition partners.



## Results

4<sub>x</sub>

Orders

62%

New Customer Rate

-74%

Lower CPO

In an effort to increase the number of orders from new customers, New Look added Criteo's performance based technology to its upper-funnel acquisition strategy.

New Look was able to target shoppers with a higher propensity to convert thanks to Criteo's deep understanding of their shopping behaviour and interests. The result was a staggering 62% new customer rate for the campaign.

Personalised product ads based on each shopper's interests and product category preferences resulted in 4 times more orders with a 74% lower Cost Per Order (CPO) for New Look, compared to their other customer acquisition partners.

*Source: Criteo Customer Acquisition<sup>BETA</sup> campaign data analysis by Criteo between June 2017 – July 2017.*

## Challenge

A leading UK global fashion retailer, New Look, was looking for a partner that could help them engage with a wider audience, to drive more traffic and generate more revenue. The objective was to bring relevant shoppers to their website and help convert them into customers.

Since partnering with Criteo in 2012, New Look has successfully implemented a lower-funnel strategy, targeting active customers.

To find, target, and convert relevant shoppers, New Look moved to a full-funnel approach with Criteo Customer Acquisition<sup>BETA</sup>.



Criteo Customer Acquisition<sup>BETA</sup> delivered outstanding performance resulting in 4x more orders than our other customer acquisition partners. Furthermore, users first exposed to Criteo's acquisition campaign were re-engaged by our existing Criteo retargeting activity which drove an additional 83% in new shopper orders.

—Matt Roberts, Head of Digital Marketing and CRM, New Look

# Solution

Criteo identifies and targets new customers across its open commerce marketing ecosystem of more than 1.2B active monthly shoppers, helping New Look maximise orders from previously unknown shoppers across the Criteo Commerce Marketing Ecosystem. Having this full funnel approach helped New Look have a relevant and consistent user experience.

Criteo's ability to reach highly relevant shoppers and drive new sales conversions by granularly analysing aggregated historic shopping and browsing events, resulted in +4x orders at a 74% lower Cost Per Order.

Criteo's application of its machine-learning and proven, personalised product recommendation Engine on New Look's acquisition campaigns, helped the retailer reach 62% of new customer rate.



# How It Works



## Apply a unique score for each shopper

with the highest propensity to buy, by granularly identifying and separating new shoppers from existing customers through the powerful Criteo Shopper Graph.



## Deliver user-centric personalised product recommendations

by applying Criteo's proven product recommendation and machine-learning technology across your acquisition campaigns at the user-level.



## Foster maximum engagement

by analysing aggregated and anonymised shopping and browsing events, only targeting highly relevant shoppers with a high propensity to convert.



## Benefit from a performance, CPC-based, acquisition solution

and drive maximum ROI, paying only when shoppers engage with the Criteo Customer Acquisition<sup>BETA</sup> campaign.

# About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.

For more information, please visit [www.criteo.com](http://www.criteo.com).