



SUCCESS STORY

Prize package supplier Dream Giveaway finds new marketing channels with Criteo's Full-Funnel Solutions

Challenge

Founded in 2008, Dream Giveaway, home of the world's greatest prize packages, works with charitable organizations to conduct sponsored fundraising sweepstakes which have benefited veterans, cancer victims, the homeless, and other worthy causes. In 2015, after seeing a decline in TV and print-media conversions, Dream Giveaway contacted Criteo for an action plan.

Dream Giveaway's target audience—primarily men aged 45-80 interested in American-made muscle cars—were watching less TV and reading less magazines, and were not especially active on social media. They were already working with a search and re-marketing partner that only worked within the Google Network. When asked how Dream Giveaway could connect with its target audience outside of Google, Criteo was suggested.

Solution

Dream Giveaway worked with the Criteo Account Strategy team to use Criteo Dynamic Retargeting to target audiences who had already been to the Dream Giveaway website and landing pages. Criteo used static banners to reengage these users based on the last sweepstakes promotion they visited on the Dream Giveaway website. The personalized static banners were created using Criteo's advanced, engine-driven algorithm, which took into consideration user engagement and likelihood to convert. As a result, users' time spent onsite increased by over 96% and the number of sessions ending in a conversion increased by over 38%.

Seeing the great results from Criteo Dynamic Retargeting, Dream Giveaway then used Criteo Customer Acquisition to target new customers, and Criteo Audience Match to re-engage customers who had been inactive between 7 and 36 months. Dream Giveaway whose business model is based on audiences making donations to charity to enter to win one-of-a-kind automobiles and other juicy prize packages found Criteo's flexibility well-suited for their business, which, without direct competitors, competes with non-profits overall for a share of donor's wallets. Within one month of launching, they saw 11% of overall onsite sales driven as a result of launching Criteo Customer Acquisition and Criteo Audience Match.

Due to Dream Giveaway's loyal customer base, Criteo was able to effectively target audiences based on the sweepstakes they'd last seen on-site. While most of Criteo's competitors share clients' ads with a large audience hoping a few will engage, Criteo is able to better target new consumers who are mostly likely to engage and convert through our expansive user-based behavior-driven data graph and machine-driven engine learnings.



Outcome

Over a 30-day period, Criteo helped Dream Giveaway convert abandoned cart users 8.73% more effectively than users not shown a Criteo ad. Criteo's solutions have helped Dream Giveaway bring back interested donors, lapsed donors, and find new donors across new marketing channels to drive 30% growth over the past three years. Now, Dream Giveaway is ecstatic about working with and expanding its business with Criteo.

8.73%

More effective cart conversion

30%

Growth over 3 years

“

The team we have worked with has been great. We have had two account managers and both have been on the ball, aware of what we have been doing, been able to manage changes on the fly, watching bid prices as our campaigns start and end. They know how to adjust bids based on the time of year accordingly.



Christopher Philip

Director of Communications

“

Criteo has been a great partner and a key part of what we are doing. By opening up new marketing channels we have been able to significantly grow our online sales.



Christopher Philip

Director of Communications

To learn more about how Criteo drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/contact-us.

criteo.

