

**GROWING
RETARGETING
ROI WITH**

REAL-TIME SEGMENTATION

How real-time CRM data enabled BrandAlley to maximise the efficiency of its retargeting investments through real-time bidding.

BrandAlley

When CRM Meets Retargeting

In early 2012, online shopping club and outlet BrandAlley expressed an interest in refining its display advertising strategy by integrating client purchase history into its RTB campaigns. The goal was to maximise budget efficiency by focusing investments on new customers in addition to reactivating buyers that had not purchased for more than 12 months. Thanks to the real-time bidding, data management, and dynamic creative solutions of Sociomantic Labs and to Eulerian Technologies' web analytics and tag management solutions, BrandAlley has been able to identify **four times more website visitors within its CRM systems**. This data allowed BrandAlley to optimise their RTB strategy based on real-time customer segmentation, thus **significantly lifting the return on investment (ROI)** of its RTB spending to never before achieved levels.

The Great Split: Prospects versus Customers

BrandAlley has worked with Sociomantic since 2011 to increase sales from new and existing customers via Sociomantic's Demand-Side Platform (DSP). In the early campaigns, Sociomantic leveraged information

4X sales volume
2X new customers
4X CRM profiles matched

Year over year

made available by BrandAlley – login information and cookies – to retarget website visitors with personalised creatives across RTB inventory. From this retargeted group of BrandAlley website visitors, Sociomantic could identify approximately 20% of users as existing customers, and then **optimise RTB investments** based on the cost goals set by BrandAlley, bidding higher for new customers and managing **different eCPA (effective cost-per-action) optimisation targets** for new versus existing customers.



This method resulted in a **significant improvement in campaign ROI** for BrandAlley, a great first step in refining its retargeting strategy. But soon came the need to deepen the customer differentiation and targeting methodology. How could BrandAlley further increase their retargeting ROI with as little implementation and costs as possible?

Applying Purchase History in Real-time Display Advertising

Since BrandAlley was already using Eulerian Analytics and Eulerian Tag Master solutions to manage its site and third party tags, to collect the data, and to analyse its traffic, an opportunity was identified to deepen the cooperation, by using Eulerian Tag Master to pass on CRM data via a specific tag for Sociomantic. Up until this time, Eulerian Technologies' tags were passing on all analytics data (product reference, price, stocks, etc.), but thanks to **parameters passing** they could also **transmit CRM data** from BrandAlley to Sociomantic in real-time.



Now, no matter what page a user landed on, it would be possible to **immediately match existing customers to their CRM profiles**, including purchase history. As a result, Sociomantic could identify four times

more users as existing customers, an increase from 20% to 80% of website visitors, and even split these existing customers into further segments for smarter bidding and creative optimisation. By combining CRM data with its **real-time user profiles**, Sociomantic could enhance its bidding algorithms, increasing bids for users in segments that showed a higher performance over time or in segments that BrandAlley identified as being at risk to turn to another merchant based on purchase recency.

This strategy allowed BrandAlley to focus their RTB investments on the new users and on the most relevant existing customers, taking into account historical CRM data to help predict customer lifetime value and adjust bids accordingly. Additionally, the supplemental CRM data supplied by Eulerian Technologies made it possible for Sociomantic to more accurately **personalise the ad creative shown for each impression won**, thereby **significantly increasing overall budget efficiency** compared to the original retargeting campaign.

Higher ROI through Real-time Segmentation

“Thanks to a shared focus on real-time technologies and the granular application of our first party user data, this cooperation between Sociomantic and Eulerian Technologies resulted in a significant lift in ROI for BrandAlley compared to our original retargeting strategy.”

– Sébastien Robles, Marketing Director, BrandAlley

While Eulerian Technologies' analytics and tag management solutions enabled the **immediate enrichment of data quality and volume**, the provision of CRM data enabled Sociomantic to more precisely target customers in real-time, **customising bids and ad creative on an impression-by-impression basis** to dramatically improve the pricing efficiency and performance of the BrandAlley retargeting campaigns.

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About BrandAlley

Launched in June 2005, BrandAlley is France's #1 online store for current and previous collections. It is one of the third largest private sales website and is one of the 20 most visited websites thanks to 4.5 Million unique visitors per month and 7 Million members. This fashion concept is unique in France, offering on one website the current collections of some of the most famous brands as well as previous collections offered through private sales or the Outlet catalogue. BrandAlley launched « Le Lab » in early 2011, a community platform involving members by launching young fashion designers. BrandAlley is chaired by Antoine Leloup and is supported by Banexi, A Plus Finance, CDC Entreprises and News Corporation, and has raised a total of €27 Million to support its growth.

www.brandalley.co.uk

About Eulerian Technologies

Eulerian Technologies is the French leader for real time analysis and optimization of e-marketing operations. Holding its own technical architecture, this independent company became an important player on its market thanks to its innovative solutions and its enduring collaboration with well-known e-commerce websites, such as: Darty, 3 Suisses, Sarenza, BrandAlley, CCB (L'Oréal), Go Voyages (Odigeo), Look Voyages, TGV Europe (SNCF), Voyage Privé Group, Canal +, Rue du Commerce (Altea Cogedim), Fortuneo bank, Galeries Lafayette, and more.

www.eulerian.com

About Sociomantic Labs

Sociomantic Labs is the global demand-side platform (DSP) delivering real-time bidding solutions for eCommerce advertisers around the world. The Sociomantic DSP helps marketers drive incremental sales and grow customer lifetime value using today's most advanced display advertising techniques. Real-time bidding, stream-based data management, dynamic ad personalisation, and real-time reporting technologies allow Sociomantic's clients to reach new and existing customers alike with individually priced and personalised display ads. All of these real-time technologies work together to deliver unmatched display performance on a global scale, with best-in-class services delivered from nine offices worldwide.

www.sociomantic.com

