

E-COMMERCE CASE STUDY

E-commerce Company Increases Online Sales

CLIENT CHALLENGE:

Reaching The Right Customers

This E-commerce company used CRM data to create a specific audience segment they assumed would respond well to a campaign, but they were having a hard time reaching the segment on national TV.

GOAL:

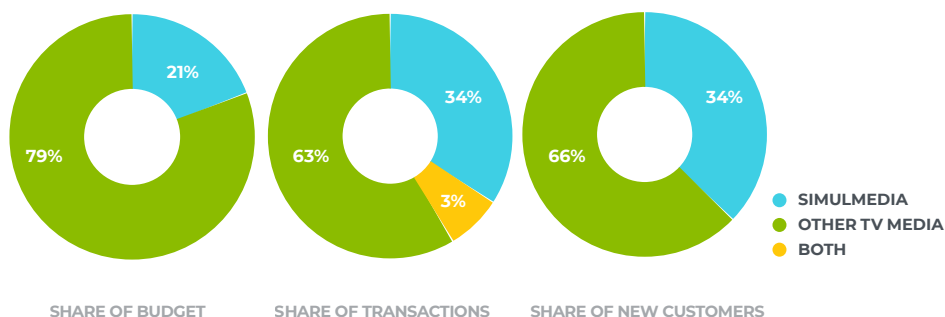
Test the Assumptions

Using a more targeted approach to their TV advertising, the E-Commerce company hoped to drive conversions overall and gain learnings for future targeting optimization.

SIMULMEDIA SOLUTION:

Custom Targeting & Precise Attribution

We created a custom target to reach heavy internet users and small business owners, then matched the company's CRM data with our viewing data to measure the effect on their business.



RESULTS:

Better Performance, Essential Insights

With just 21% of the overall budget, Simulmedia's campaign was responsible for 34% of both new customers and transactions attributed to TV—but the client's target audience was only the 5th best performing segment. Simulmedia provided insights on other customer attributes that could lead to even greater ROAS.

Better Targeting. Better Results.

Compared with a similar campaign run by this client, Simulmedia's inclusion in the overall plan led to...



38%

lower
cost-per-thousand
reach



55%

greater efficiency at
driving site visitors



11%

higher return
on ad spend