



# From Customer Acquisition to Conversion with a mid-low funnel strategy



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## 01 The competitive landscape

In recent years, the global luxury market has experienced significant growth, and this positive trend is expected to continue.

According to a study by Bain & Company, **the total value of retail sales in the luxury market will increase by 19 to 21 percent to 1.38 trillion euros by 2022, 8 to 10 percent above 2019 levels.**

**Online sales** have played a key role in this growth, helping brands reach and engage with more consumers and target groups.

**Online sales are expected to soon become the most important channel for luxury purchases, with a market share of 32% to 34%.**

To cope with this change, most brands in the luxury fashion segment are working to improve their online presence and gradually expand through **strategies to optimize their digital touchpoints.**

The ultimate goal is to "**expand audiences and markets**" and **provide users with an ever better online experience**, while improving consistency between paid campaigns and landing pages.



## 02 Introduction

Our client, a well-known luxury fashion brand, approached us to **develop a comprehensive online growth strategy** to increase their sales while **consolidating their cross-country presence**.

The **main objectives** can be summarized into three macro categories:

1. **Expanding inventory and increasing reach**
2. **Promoting different product categories**
3. **Increasing the value of the average shopping cart**

In this short whitepaper we will elaborate on the case, the **retargeting strategy** implemented and the **results achieved** in collaboration with **RTB House**, the partner we involved in the design and implementation of the campaigns.

RTB House was founded in 2012 and in 2017 became the first major DSP to use deep learning algorithms in 100 percent of its technology, providing a competitive advantage in optimizing advertising budgets.

RTB House's highly flexible solutions make it possible to define the most important goals for the client and optimize campaigns accordingly.



# 03 Strategy

## Multiple retargeting

The client, for whom we cover a large part of the digital marketing services, needed a specific and highly targeted strategic approach to support its international expansion and achieve ambitious goals also in terms of ROAS.

We therefore opted for a "multiple retargeting" strategy.

### What is this specifically about?

Quite simply. With the "multiple retargeting" strategy, instead of allocating the entire advertising budget to a single provider, **we select multiple platforms and decide how to allocate spending based on data-driven strategic decisions.**

Integrating a second retargeting provider has three key benefits:

- **The first is TECHNOLOGY.**  
While the best retargeting platforms do not vary much in terms of inventory, some offer different and innovative technologies. Therefore, with the entry of a new provider, like RTB House in our case, it is possible to take full advantage of the innovations (Deep Learning).
- **The second is COMPETITION.**  
If you have multiple vendors, you can compare results and ensure that the different players never take their foot off the gas pedal.
- **The third is EFFICIENCY.**  
An additional retargeter improves efficiency by targeting users differently, resulting in a higher conversion rate. And all this with negligible overbidding side-effects.

Our Analytics department prepared the ground for strategy activation by analyzing the markets and performance of active campaigns.

Then, ongoing comparative analysis was performed to understand how algorithms affect each other and to identify the markets that respond best to each technology or combination of technologies.

This approach and collaboration with RTB House allowed us to continually optimize campaigns to meet and exceed the goals agreed upon with our client.

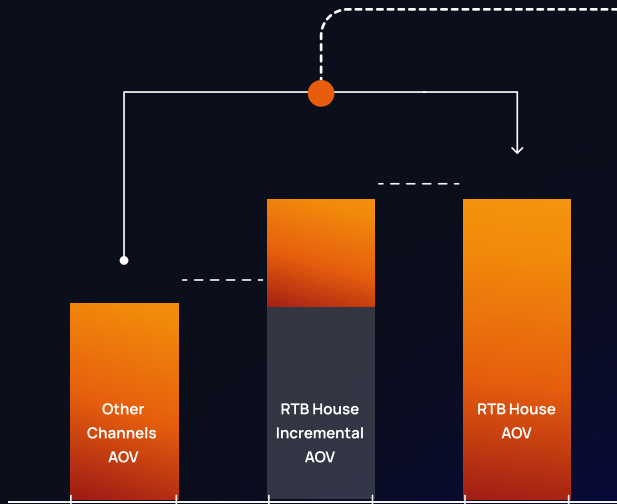
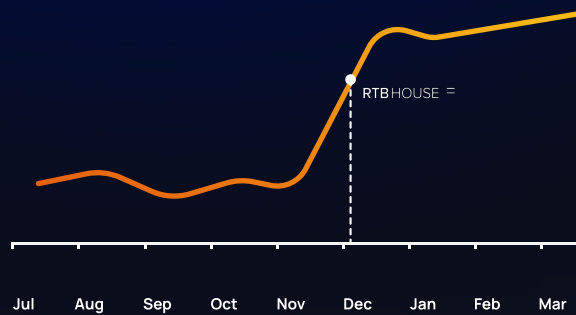
# 04 Results

## Multiple retargeting

Thanks to this tailored approach and RTB House's technology and support, we have been able to achieve important results. Here are some of them:

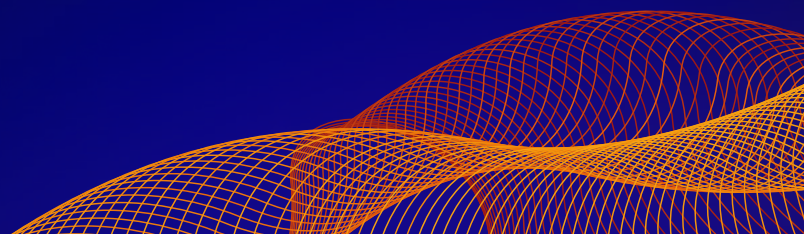
**+11%**

YoY revenue from remarketing



**+43%**

Average cart value from RTB House conversions



# 05 KEY LEARNINGS

As a consequence of our strategy, consisting of:

- A data-driven approach
- The right choice of **platform mix**
- A team effort to **continuously optimize** campaigns

your company can also achieve the results we have outlined in **any industry** and **with any available budget**.

## Good Tech. Good People.

Want to be next?

We are ready to develop a **customized strategy** for your business.

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