

Mattress Brand Partners With ATF to Increase E-Commerce Sales

Overview

A large luxury mattress brand with a large e-commerce and physical retail presence sought to use behavioral targeting to increase online sales. They selected Above The Fold (ATF) as their programmatic partner in 2021. They chose ATF to leverage behavioral targeting solutions and to accurately measure purchase data through online attribution.

Solution

ATF's Transaction Value Reporting tool enabled the advertiser to derive meaningful insights from their e-commerce campaign by passing back purchase values and order IDs from online conversions. ATF and the mattress advertiser worked together to create a strategy to increase online sales and achieve a high ROAS. The plan leveraged Keyword Search Retargeting and Site Retargeting with ATF's Transaction Value Reporting solution to measure sales revenue attributed to the campaign. Additionally, the advertiser sought to achieve a \$50 Cost Per Action (CPA) for the sale of a mattress on their website.

Results

The advertiser implemented ATF's Transaction Value Reporting to pass back the purchase value and order ID from each online conversion. This enabled them to analyze purchase trends and to easily calculate the ROAS by dividing the total transaction values by the campaign spend. The advertiser quickly saw the power of programmatic advertising and was pleased with the results of the e-commerce campaign. ATF delivered a \$15.67 CPA, significantly beating the goal of \$50. The brand also saw 7,982 online sales in just four months. Finally, using Transaction Value Reporting, ATF demonstrated a ROAS value of \$47.59 and reported more than \$6 million in revenue.

— Results —

\$15.67
Cost Per Action

\$47.59
ROAS

Category
Retail