

PRODUCTS

Behavioral targeted display ads

ABOUT YOU®

SEZNAM.CZ



GOAL

ABOUT YOU is a clothing and fashion company with online stores in more than 10 European markets. The Czech Republic ABOUT YOU wanted to make a big impact online during a limited number of days. The challenge was to achieve strong impact with slider banners and single image banners that would result in brand awareness and high sales numbers. The online campaign focused on women- & mens clothing and shoes. They also wanted to communicate the their large sale and the variety of products and brands.



SOLUTION

Adssets was able to provide ABOUT YOU with feed integrated ad formats in multiple sizes through their ACM platform. By using Behavioral targeting the ads were able to pinpoint products to men and women that had previously showed an interest in certain products, or categories of products. If the targeting didn't get a 'hit' the bads would instead show a message about downloading ABOUT YOU's app.



OUTCOME

CTR numbers was twice as high than normal campaigns!

The ABOUT YOU campaign was a great success with CTR number of more than double what is standard for an e-commerce campaign of this size and reach. By using behavioral targeting, the campaign also showed engagement levels that were far beyond the expectations of the KPIs.

