

Case Study: Retail

Skechers.com Sees 827% Ad Spend ROI with AudienceScience

Company:

SKECHERS a global retailer of award-winning lifestyle footwear for men, women, and children, sells its product through department and specialty retailers in the U.S. and worldwide, as well as through company-owned stores and its Internet site skechers.com.

Objective:

The company sought to maximize return on its advertising spend for its retail website. “Basically, we wanted to increase sales on skechers.com and return on ad spend,” said Laura Christine, Vice President of Direct Marketing & Ecommerce for SKECHERS USA, Inc.

Solution:

SKECHERS specifically wanted to target lost conversions (customers who visited skechers.com and searched its shoe selection, but did not make a purchase). In an effort to bring customers back to the site, Benjamin Cariou, SKECHERS Online Marketing Manager turned to AudienceScience.

Using behavioral targeting from AudienceScience, SKECHERS identified qualified prospects on their site, gauged their interest and intent, and grouped users into segments. After visitors left the skechers.com site, targeted ads for relevant skechers.com shoes and clothing were delivered to these consumers across the AudienceScience Targeting Marketplace™. Composed of leading websites representing more than 20 million unique users per month, the marketplace gave SKECHERS ample opportunity to reach their target audience.

This strategy proved successful, as Ms. Christine observes, “People kept saying ‘I see skechers.com ads everywhere online! You must be making a lot of media buys.’ But we weren’t! We made a media buy through AudienceScience, so if a consumer is interested in footwear or visited our site, they are shown SKECHERS ads on sites across the internet.”



“We’re very happy with AudienceScience. They helped us increase sales and return on our ad investment.”

Laura Christine, Vice President of Direct Marketing & Ecommerce, SKECHERS USA, Inc.

Results:

SKECHERS saw compelling results from its behavioral targeting campaign with AudienceScience. Their return on ad spend was 827 percent over the course of the campaign. “We increased our return on ad spend and shifted a larger percentage of media to retargeted advertising,” said Ms. Christine.

A significant advantage of AudienceScience over competitive solutions is its customer service. The company provided biweekly performance reports throughout the life of the campaign. Based on impression volume versus clickthrough rate, and conversion rate versus eCPA by channel, SKECHERS was able to continually refine its creative for maximum results. “With AudienceScience, Ben optimized the campaign on a weekly basis,” said Ms. Christine. “They have the technology to optimize our campaign and a dedicated account manager for us.”

“People kept saying ‘I see skechers.com ads everywhere online!’”

Laura Christine, Vice President of Direct Marketing & Ecommerce, SKECHERS USA, Inc.

It's easy to get started!

To learn how you generate more clicks and revenue from your Web site, contact AudienceScience at sales@audiencescience.com or 1.888.308.3444.

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