

Buyagift Achieves 70% Lift in Return on Ad Spend with Kenshoo and Criteo Integration

BACKGROUND

buyagift Buyagift is the UK's number one provider of gift experiences and activity days. Offering a range of more than 4,000 amazing gift ideas, Buyagift and its more than 5,500 affiliate sites attract well over half a million unique visitors per month. This successful online business has a sophisticated approach to digital marketing, including promotion and messaging through a number of online channels.

CHALLENGE

To meet aggressive business goals, Buyagift sought to extend its search campaigns into new channels by leveraging Criteo's performance marketing platform. These campaigns are aimed at improving reach, site visits, and ultimately, conversions. In order to effectively evaluate and optimise campaigns across channels, the company was looking for a solution that showed data points for search and performance display side-by-side. Buyagift hoped that, by collecting its data in a unified platform, it would reveal additional insights that would lead to a boost in performance across campaigns. Additionally, Buyagift was seeking to move beyond the industry-standard Last Click method of attributing across multiple marketing channels.

SOLUTION

As a Kenshoo customer, Buyagift was able to take advantage of the partnership between Kenshoo and Criteo. The partnership allows for Criteo data to be seamlessly integrated into the Kenshoo interface, offering advertisers the ability to evaluate campaigns in a holistic manner. With the integrated data, Buyagift was able to leverage the powerful reporting, analysis, and attribution tools available in the Kenshoo interface. Buyagift was also able to utilize Kenshoo's Prefer Last attribution model to more effectively attribute revenue across paid search and retargeting channels.

RESULTS

Buyagift's experience with Criteo and Kenshoo resulted in valuable insights that allowed the company to more accurately attribute value to specific channels and ads within the path to conversion.

"As a cost-per-click performance channel with heavy crossover into search, I was eager to have Criteo data integrated into the Kenshoo Suite. Following a quick and seamless integration, I am now able to use the reports to see how performance display fits into with other PPC channels," said David Hutchinson, Paid Search Manager at Buyagift.

Prior to the integration, Buyagift thought of performance display as primarily a "Last Click" channel. However, the holistic reporting supplied by Kenshoo showed that Criteo is also highly effective at assisting conversions by influencing purchase decisions earlier in the buying process. Kenshoo's tracking revealed that clicks driven by Criteo appear 45% more often as an earlier click along the path to conversion than solely as the last click.

This data was used to more appropriately attribute value to Buyagift's marketing efforts, which was previously undervaluing traffic driven by Criteo. After making adjustments to attribution weighting, Buyagift was also able to assign better bidding tactics on its ads through Criteo. The more informed bidding strategy has resulted in an impressive 70% lift in return on ad spend (ROAS).

