

# Netshoes achieves 200%+ increase in Conversion Rate using Kenshoo Demand-Driven Campaigns™

## BACKGROUND



Netshoes is the largest e-commerce sporting goods retailer in the world, according to Internet Retailer, with approximately 17 million visitors to its online store per month. With the growth of Facebook in Brazil, Netshoes recognized the early opportunity to advertise its products on the social network. As such, the team began to develop a strategy to drive ROI and revenue growth through Facebook advertising.

## CHALLENGE

Netshoes has an online inventory portfolio comprised of approximately 40,000 items. In order ensure coverage of all products, the team manually created and managed product-specific ads with individualized URLs. This process proved to be very time consuming and labor intensive for the team, and in the end, they lacked a way to properly measure and efficiently optimize the Facebook program based on the best performing products.

## SOLUTION

While reviewing social ad platforms, the Netshoes team sought a solution that would address the challenges created by the company's large amount of inventory. Kenshoo provided a unique tool that would allow the team to dynamically create ads on Facebook based on their product inventory. This advantage prompted Netshoes to partner with Kenshoo.

After implementing Kenshoo's Demand-Driven Campaigns (DDC), Netshoes benefited from the automatic creation and management of product-specific advertising on Facebook based on its own product feed. By connecting with the back-end product feed, Kenshoo's technology could automatically identify, select, and advertise Netshoes' most relevant, trending products on Facebook, based on demand and performance signals. Combined with Kenshoo's Build URL functionality, Netshoes saved significant time launching new, customized campaigns.

Not only could product-specific ads launch quickly, but the top-performing products could clearly be identified and prioritized to improve results and better manage spend. With DDC, any changes to product attributes, such as price, size, or availability would automatically be updated dynamically on Facebook.

Additionally, the Netshoes team also leveraged Kenshoo's other workflow tools to gain maximum efficiency and performance. Through easy filtering and the Advanced Search tool, the team could pinpoint specific campaigns, ads, or products to execute or schedule specific updates for more granular control.

## RESULTS



After implementing Kenshoo DDC during the end-of-the-year shopping season, Netshoes saw significant improvements versus its baseline Facebook advertising activities.

The campaigns with DDC proved to be much stronger with significant improvements in key performance indicators and, ultimately, ROI. DDC created more tailored and relevant ads, optimized for the best performing products, resulting in more than a 200% increase in conversion rate (CVR) while lowering the cost per conversion by nearly 40% in just one month's time.