

Retailer Sees a 245% Total Lift in Holiday Conversions Using SteelHouse Slingshot™

About the Online Retailer

Creative Labs, Inc. (www.Creative.com), a worldwide leader in digital entertainment products, was in the market for a solution that would help them drive site traffic, shorten the purchase cycle, and increase their online sales. The online retailer had used retargeting campaigns in the past, but they sought a more robust marketing platform that would enable them to spotlight their cutting-edge audio solutions, premium wireless speakers, wireless head-phones and portable media devices, while increasing conversion, average order values and revenue.

Creative Labs turned to SteelHouse for its data-driven integrated marketing platform that would enable them to deliver revenue-driving marketing campaigns, during one of the most crucial retail sales periods – the holidays.

Retailer Uses Slingshot to Drive Holiday Sales

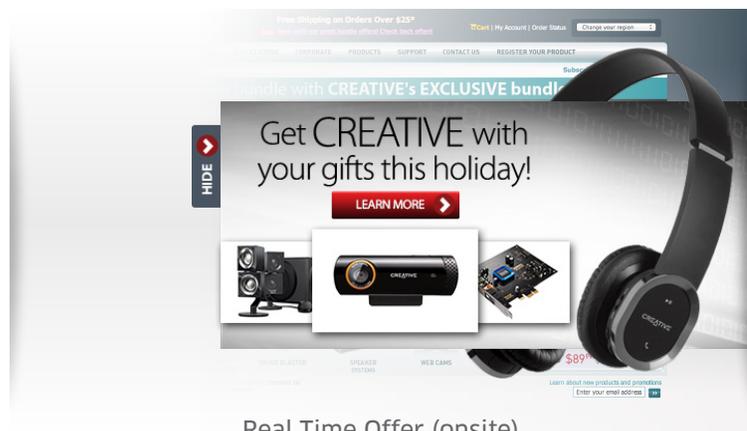
With SteelHouse Slingshot – an exclusive marketing campaign that combines SteelHouse’s best-in-class Retargeting and Real Time Offers™ – the retailer got the most out of their holiday sales.

Using Slingshot, SteelHouse created two separate holiday campaigns for Creative.com – a promotional Black Friday offer and a non-promotional holiday message campaign. Both campaigns were distributed via retargeting ads and mirrored with a Real Time Offer – branded, customizable onsite messaging targeted that can be used alone or in conjunction with other campaigns to reinforce your brand’s marketing and used to close the sales cycle even faster. By using multiple channels to reinforce their marketing campaigns, the online retailer saw tremendous results on both campaigns.

Holiday Campaign



Retargeting Ad (offsite)



Real Time Offer (onsite)

Holiday Slingshot Campaign Results in 332% Increase in Revenue Per Visitor

By reengaging shoppers who had left the site via retargeting and then incentivizing them with a Real Time offer, Creative Labs saw a **27% increase in average order values** and a **332% lift in overall revenue** per visitor on their holiday campaign. In addition, the campaign yielded an **87% lift in conversion**, while their Black Friday promotion resulted in a 158% lift in conversion – a **245% total lift in conversion** for the holiday sales period.

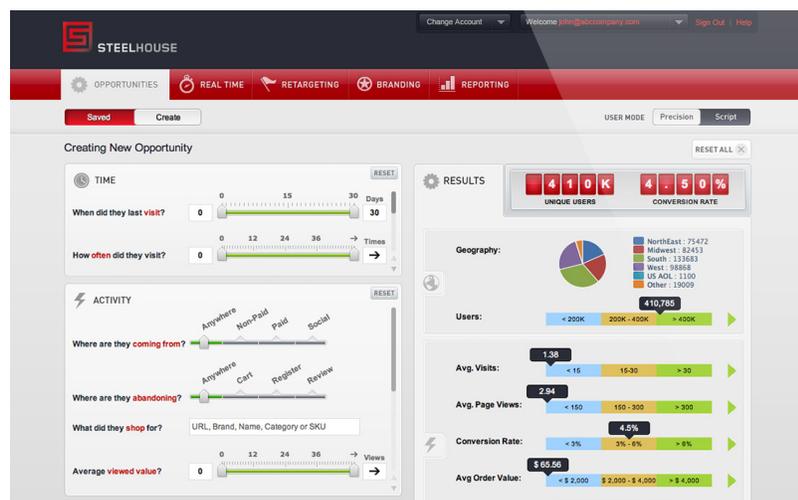
Slingshot's Sequenced Campaign Strategy Helps Close the Sales Cycle

Leveraging Slingshot's multi-channel approach, SteelHouse enabled Creative to do more than just offsite retargeting. By reinforcing their messaging across multiple channels, offsite AND onsite, the online retailer saw a dramatic lift in their online sales compared to previous holiday seasons. With fully-accessible, personality-driven technology, retailers are able to act on data in real time by identifying exactly which shopper segments are the most effective to target, and immediately launch relevant campaigns to increase conversions, average order values, and overall revenue.

"We're thrilled with the results we've been seeing with SteelHouse," said Uma Venkatesh, Senior Director of Sales and Marketing for Creative Labs, Inc. "Slingshotting our campaigns delivers the maximum lift on our A² ads and onsite offers, and our holiday campaigns proved this."

SteelHouse Slingshot

By combining SteelHouse's best-in-class Retargeting with the dynamic onsite messaging of Real Time Offers, marketers can achieve a greater lift from their email and display ad campaigns, reduce shopping cart abandonment, increase average order values, and drive conversion. With Slingshot, clients can also conduct A/B tests on campaigns in real-time, link campaigns to any shopper behavior, automatically escalate offers and create flash sales. By serving visually engaging ads created with SteelHouse's A² ad builder, Slingshot can deliver twice the industry's average click-through rates and dramatically increase online sales.



Best Targeting

SEGMENTATION

Best Ad Creation & Delivery

RETARGETING, BRAND, LOOK-A-LIKE

Best On-Site Messaging

REAL TIME OFFER, IN-LINE