

SOFTWARE AND TECHNOLOGY

Audience match, acquisition data empowers marketers up against retail giants

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The Internet has presented new opportunities and challenges for the luxury world. Image credit: Bloomingdales

By JEN KING

For luxury brands and retailers, ensuring an online advertisement is seen by the right target audience is difficult to gauge and has led to lackluster ROI and wasted ad spend.

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The current retail environment sees consumers demanding seamless service that is both relevant and consistent across all devices, channels and through each step in the path to purchase. This environment has proved beneficial for online giants such as Amazon and China's Alibaba, who have had a head start in leveraging data solutions to better serve consumers' near-instant expectations.

"We live in a world where shoppers are demanding and fickle," said Jonathan Opdyke, chief strategy officer at **Criteo**, New York. "As such, there's increasing pressure to deliver a seamless and relevant shopping experience across all stages of the shopping journey.

"Though Amazon and Alibaba have a head start on how to organize and apply data at scale to understand the shopper, reach them, and inspire them to buy, Criteo is leveling the playing field via the Criteo Commerce Marketing Ecosystem (CME)," he said. "As part of CME, luxury marketers can use Criteo Customer Acquisition to win new customers by finding and inspiring shoppers with similar interests and attributes to their current shoppers and buyers.

"In fact, by participating in the Criteo Shopper Graph, luxury marketers can leverage solutions driven by shopper data on the scale of Amazon or Alibaba."

A competitive edge

Criteo, a commerce marketing technology company, has established a high-performing and open commerce marketing ecosystem to help brands and retailers compete with dominant online players such as Amazon or Alibaba.

The Criteo Commerce Marketing Ecosystem (CME) currently boasts tens of thousands of retailers, brands and publishers as partners and relies on integrated marketing technology such as machine learning for commerce.

Criteo's newest addition to CME is its Audience Match and Customer Acquisition solutions, both of which are still in BETA.

The solutions were developed to help brands and retailers organize and apply data at scale to better understand their consumers, reach them and inspire a purchase. Criteo's solutions are setting out to level the playing field by giving its brand partners access to broader data sets and technology that may have otherwise been out of reach.

Criteo structured the newest CME solutions based on a survey it conducted in collaboration with Forbes. The survey, which spoke to 500 global senior-executives, found that 71 percent of respondents were willing to contribute to a data pool because it is felt that doing so could give brands and retailers a competitive edge over larger digital peers.

To assist brands in finding and attracting new consumers, Criteo has created Criteo Customer Acquisition. The solution was created to provide ad unit accuracy since many times marketers are left guessing if campaign spend has reached consumers most likely to make a purchase.

This is especially important for luxury marketers, as the consumer demographic likely to make a high-end purchase is much smaller and more niche than the shopper segment reached by mass brands.



Online shopping is extremely prevalent, but ads may not reach the right audience 100 percent of the time. Image credit: Bloomingdale's

Criteo Customer Acquisition analyzes historical, behavioral data to create a profile of a brand's ideal target audience. These profiles are then used to identify potential consumers and push personalized recommendations.

Also, the solution optimizes ad spend and maximizes ROI.

During BETA tests in the United Kingdom, early adopters saw the rate of new consumer acquisitions increase as much as 73 percent.

Criteo's second solution, Criteo Audience Match, helps brand partners to reach potential and re-engage existing consumers. Re-engaging with existing consumers has been a constant struggle for brands and retailers.

The Criteo Audience Match solution works by leveraging CRM or DMP data to target audiences across channels including Web, mobile browsers and in applications. Re-engagement is facilitated through broad-reaching, paid display campaigns that target lapsed consumers, and push seasonal offers and products related to previous purchases, among other scenarios.

Criteo's BETA partners saw a match rate of more than 60 percent of their existing client lists with online profiles.

Digital disruption

The disruption of online shopping has greatly impacted bricks-and-mortar, but physical retailers are fighting to stay alive with an arsenal of digital and tangible tactics to safeguard their industry.

It is no secret that bricks-and-mortar has been suffering with more stores having to close their doors within the past few years. But a new report from Applied Predictive Technologies (APT) shows that 75 percent of retailers are increasing their investments in online ([see story](#)).

For example, Italian department store Luisa Via Roma's ecommerce personalization tactics have boosted the retailer's sales, showing the potential applications for the broader luxury industry.

Bringing upselling to the online channel, the retailer worked with personalization provider Dynamic Yield to serve up tailored recommendations at various points in the purchase path. Beyond providing a customized experience for shoppers, this initiative yielded an uptick in both conversions and order value ([see story](#)).

"Criteo Audience Match empowers marketers to drive more sales from existing customers," Criteo's Mr. Opdyke said. "Existing paid display solutions that use CRM data often fall short, suffering from poor online match rates and with limited inventory reach outside of the online walled gardens."

"Using CRM or DMP data, Criteo Audience Match provides luxury marketers with the ability to create and reach their target audience online through dynamic ads that complement retargeting and email campaigns," he said.

"Simply put, the solution quickly executes cost-effective, paid display campaigns across a diverse set of marketing scenarios, including re-engagement of lapsed customers, promotion of seasonal offers, cross-sell of products related to previous purchases and more."

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