Greenlight Digital Uses Lotame's DMP to **Increase Black Friday Sales** for Fashion Retailer

270%
ROI

162%
CTR
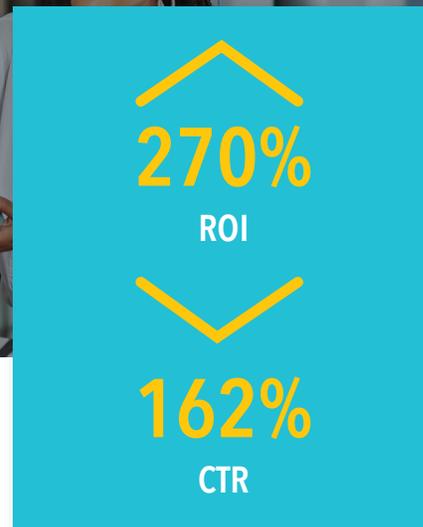
CLIENT **CHALLENGE**

greenlight

Greenlight Digital is a leading digital agency, serving over 50 leading brands in over 30 global markets. In November 2016, Greenlight Digital was looking to maximize sales over Black Friday weekend for their fashion retailer client, the brand's busiest time of year. The retailer wanted to focus advertising efforts on re-engaging consumers from a previous campaign which centered around their collection of jackets for a range of target audiences. They wanted to effectively activate the past campaign's data to retarget those customers with the Black Friday push.

> Lotame was a vital part to making the results for this campaign a success. It was the ease of data collection and the seamless transfer of audience segments into our trading platform that helped us push the needle further for our client.
>
> INA ARENS
> Head of Display, Greenlight

LOTAME **SOLUTION**

DMP FOR DATA ORGANIZATION

Greenlight Digital used Lotame's DMP to aggregate previous campaign data into the platform. Having tagged previous activity with impressions and click trackers, Greenlight imported the campaign data into the DMP to combine with other data sources.

DMP FOR RETARGETING

Greenlight then built an audience of users who had been exposed to the first successful video campaign, to retarget this audience with display ads featuring the same jackets to drive consumers farther down the funnel during the Black Friday weekend.

DMP FOR SEQUENTIAL MESSAGING

To achieve continuity and storytelling between these two separate campaigns, Greenlight used creative that was consistent from the previous activity for cohesive, sequential messaging for increased engagement.

REAL **RESULTS**

✓ Overall, the brand saw a 270% ROI from Greenlight's work with Lotame to effectively target their campaign.

✓ 162% increase in CTR, from their 0.08% benchmark to 0.21%!

✓ The campaign also recognized a 52% conversion rate.

Want similar results for your business? Get in touch!
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