

Driving results through programmatic for retail

With the challenge of finding increased scale through the digital channel, Sears Canada partnered with Adobe Media Optimizer to grow their business on Facebook® and improve efficiencies using powerful optimization and web analytics data.

- **84%** lift in return on ad spend (ROAS)
- **67%** lift in revenue despite a 12% lower ad spend
- **17%** lift in product views on site

"By managing all our programmatic channels (display, search, and social) in Adobe Media Optimizer we get incredible insights into attribution and path to conversion, and that allows us to more efficiently manage and optimize our budgets."

Nurullo Makhmudov
Director, Online User
Experience and Strategic
Initiatives

The Story

Making every day a great day

Sears Canada is a leading retailer with over 196 stores across Canada and an ecommerce presence. Their mission is to enrich the lives of Canadians through their products and services and be their trusted go-to retailer.

The Goal

Performance and scale

Sears Canada's goal was to drive incremental scale in revenues and efficiencies. Engaging with new and returning customers was a key part of achieving these business goals.

The Solution

Powerful programmatic optimization

In order to scale existing campaigns further without a huge increase in advertising investment, Sears Canada looked to unique optimization techniques, as well as the integration of web analytics data to make smarter marketing decisions with their ad dollars.

Sears Canada decided to take advantage of the native integration between Adobe Analytics and Adobe Media Optimizer, as part of the Marketing Cloud. They were able to use site engagement data such as time spent on site, product views, and page views as indicators for future sales and revenue. Leveraging additional marketing data to inform smarter ad buying on Facebook meant they were able to improve on acquiring new prospects and encouraging existing customers to return and buy online.

Sears Canada also has many Facebook campaigns promoting a diverse mix of products at any given time. The return on ad spend (ROAS) varies by product, but they have the flexibility to dynamically re-distribute budgets across different campaigns in order to maximize the overarching ROAS for the business. Adobe Media Optimizer does just that with its unique *Portfolio Optimization* feature. The portfolio feature allowed them to group several Facebook campaigns under one single budget, optimizing daily towards the ROAS goal.

The Success

Rich data fuels performance

For Sears Canada, the ability to leverage their web analytics data to inform their Facebook advertising optimization using Adobe Media Optimizer paid off. They were also able to supplement these site-side engagement metrics with revenue as part of the *Portfolio Optimization* to deliver scale, cost-efficiently.

- 67% lift in revenue despite a 12% lower ad spend
- 84% lift in return on ad spend (ROAS)
- 17% lift in product views on site
- 21% lift in time spent on site



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