

# Shop.Hers

Criteo's new PLA Solution generated significant performance gains for Shop Hers by unlocking the value of frequent site visitors, targeting them with highly relevant products as they shop for fashion on Google.

THE RESULTS

↑ 86%

Increase in Google Shopping Revenue

↑ 89%

Increase in Google Shopping ROAS

↑ 36%

Decrease in Google Shopping CPA

The end-to-end technology solution allowed Shop Hers to drive improved performance, while not having to apply additional internal or agency resources to this channel. In the first 6 weeks live on the beta, Shop Hers is seeing revenue and ROAS gains of nearly triple digits.



//

In the highly competitive Google Shopping marketplace, we had never been able to generate strong returns due to our slim margins and limited account management resources. Criteo was able to take the heavy lifting off of our plate with a comprehensive technology solution that drives strong performance upside.

- Thanh Khuu, Co-Founder and COO

//

THE CHALLENGE

Shop Hers is an ecommerce marketplace that allows its users to purchase and resell expensive high fashion items. As a marketplace of buyers and sellers, Shop Hers margins are thin relative to other high fashion retailers.

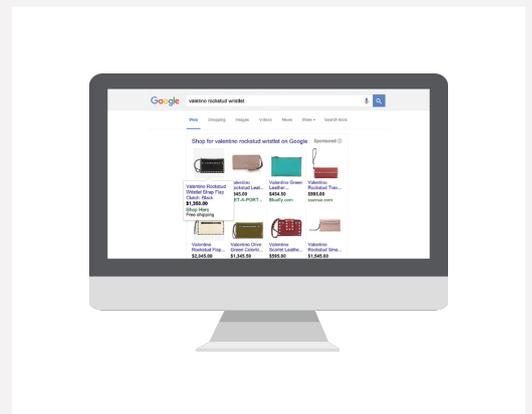
Shop Hers sought to optimize Google Shopping performance through maximizing customer basket sizes and repeat purchasing behavior. In order to achieve this, they decided to beta test Criteo's recently launched PLA solution due to the promise of more efficient conversion of potentially high value shoppers.



THE SOLUTION

Criteo is a leader in real-time bidding, predictive customer segmentation, and product recommendations. With the acquisition of catalog optimization company, DataPop, in early 2015, Criteo was able to start applying their performance advertising engine to Product Listing Ads.

By leveraging this technology on the Shop Hers PLA campaigns, Criteo was able to deliver more appropriate products to shoppers, based on their history browsing and purchasing on site.



HOW IT WORKS



1. FEED OPTIMIZATION

Normalize and enhance feed content to better connect with how consumers search.



2. CAMPAIGN STRUCTURE

Deliver granular campaign structures that adjust automatically to product updates.



3. MACHINE LEARNED BIDDING

Optimize SKU level bids based on both product and user characteristics.



4. DYNAMIC USER SEGMENTATION

Predict value of all site visitor segments (often 50+) to generate efficient bid modifiers.