

Specialty Retail Chain Tests New Display Offering With Bidtellect, Increases ROAS by 40%

OBJECTIVE

A leading home goods retail brand, who previously partnered with Bidtellect for native activation, sought to expand on the success of their native campaign by testing Bidtellect's context-optimized Display Banner units. The goal was to drive purchases on-site and deliver a positive ROAS of 15%.

SOLUTIONS & TACTICS

Bidtellect helped create a contextually-targeted plan to align the Display Units with relevant shopping, home, beauty, and women's lifestyle content. The client also leveraged Bidtellect's context-driven optimization algorithm, which evaluates the best-performing sites, keywords, and contextual environments in real time to engage with consumers at peak moments of intent - and drive purchases.

Why Run Display With Bidtellect?

As a trusted Native partner, we continue to prove our success for brands through the marketing funnel thanks to our cookieless bidding and optimization signals. Bidtellect is excited to apply its smart optimization solutions and context-first strategy to Traditional Display to meet brands' performance needs.



RESULTS

Bidtellect's Banner Display increased overall ROAS by 40% in a matter of weeks, and surpassed all other Display partners on the plan.

40%
ROAS