

LB is a leading online retailer with product ranging from mobile phones and digital cameras, to books and home appliances.

LB is in a high growth phase and is spending highly on acquiring traffic to its website. But unfortunately, 96.5% of its website visitors drop off without purchasing their products. Vizury works with LB to execute a personalized retargeting campaign to ensure that users are apprised of the latest pricing and offer information of the products they are interested in. This resulted in a large number of users coming back to LB's website and completing their purchase process.

Campaign Performance:

- CTR: Up 4 times
- Conversion rate: Up 4 times
- Volume: Contributed to 10% of overall website conversions
- RoI Improvement: +40%

Approach to Engagement:

1. Visitor segmentation through 4 stages -
 - Home page drop-offs
 - Category page drop-offs
 - Product page drop-offs
 - Shopping-cart page drop-offs
2. Creation of Nano-segment: based on products & the category of the products the user has shown interest in
3. Targeting and Prioritization of Nano-segment
4. 1:1 Marketing through multi-product dynamic banner

Campaign Highlights:

- **Reach:** VRM was able to reach and target 85% of LB's website drop offs with a personalized banner
- **Multi-Product Banners:** Banners displayed multiple products including those that the users had searched for as well as recommended products based on product category as well as statistical modeling of historical behaviors
- **Banner optimization:** Multiple banner templates prepared and executed to generate banner performance insight and ensure maximum impact and performance

- **Reporting:** Product level and category level reporting and optimization gave several insights to the client about campaign performance

Random Banner 1:



Random Banner 2:



Random Banner 3:

