

***A Top Toy & Games
Retailer Leveraged
Personalized Video to
Drive Measurable
Return on Ad Spend***

eyeview



Cutting Through the Omnichannel Clutter

Our client is a Fortune 500 toy & games retailer

Ecommerce has taken over the retail market, pushing marketer's to find new ways to reach individual consumers with relevant content. Marketer's are pushing beyond branding and awareness and looking to drive measurable omnichannel sales.



The Challenge

Our client was looking for new ways to reach consumers with a relevant message to drive measurable results both in-store and online. They challenged Eyeview to drive omnichannel sales through video across Desktop & Mobile.

Campaign Highlights

14X ROAS

from 1-to-1 video

19%

lift in sales

compared to an unexposed audience

504,595

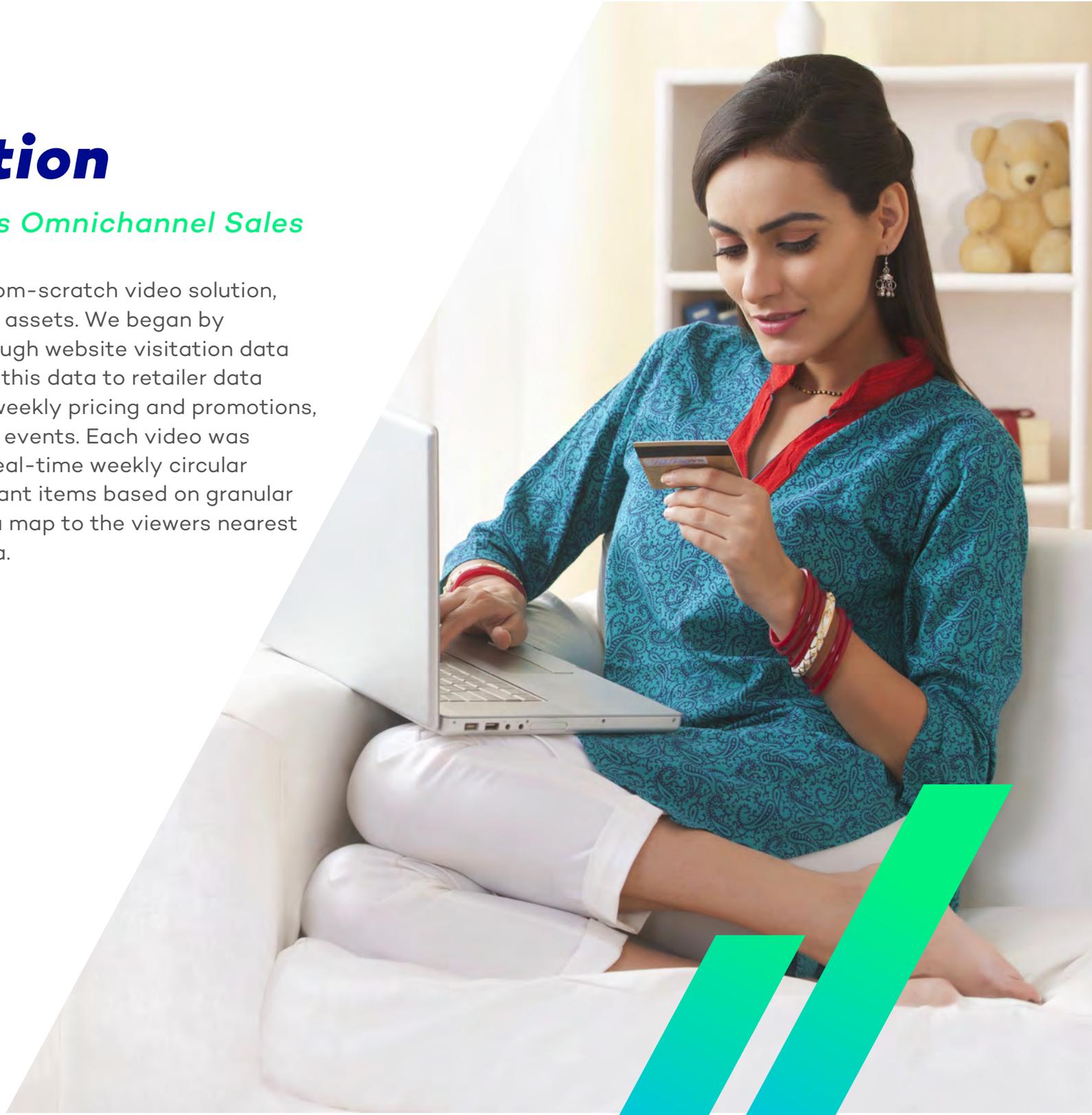
incremental site visitors

across desktop and mobile

The Solution

1-to-1 Video Drives Omnichannel Sales

Eyeview created a built-from-scratch video solution, leveraging our clients base assets. We began by identifying consumers through website visitation data and location data. We tied this data to retailer data including, store locations, weekly pricing and promotions, local weather and tentpole events. Each video was dynamically infused with real-time weekly circular promotions featuring relevant items based on granular consumer knowledge and a map to the viewers nearest store through location data.



Dad of 3 Y/O Twins
Loyalist



Dad of 6 Y/O Girl
Competitive Shopper



Mom of 12 Y/O Boy
Propsect



CONSUMER IDENTIFICATION

Eyeview leveraged website visitation data, location data to identify women ages 24-54 and parents of kids ages 3-12.

PERSONALIZED 1-TO-1 VIDEO

Consumer data partnered with retailer data was leveraged to create thousands of built-from-scratch video variations, highlighting dynamic weekly promotions and pricing, retailer locations and tentpole events such as Christmas and Easter.

RESULTS MEASUREMENT

Eyeview's solution was measured by Cardlytics for incremental sales, site visitation and ultimately return on ad spend.

Results

Our solution proved that **personalized video**, drives measurable omnichannel sales. We delivered one-to-one communication to each individual consumer based on website visitation, consumer and retailer data and that would result in a sale. **Omnichannel** marketer's need to go *beyond* using video as a tool for branding, awareness and reach and leverage video to drive a return on ad spend.

Viewers exposed to the ad were **5.7X** more likely to visit the retailer site versus the unexposed audience. Our solution, measured by Cardlytics proved Mobile outperformed Desktop in in-store spend breakdown, as well as in-store purchases breakdown.

Our solution, measured by Cardlytics delivered a 14X return on ad spend.