



Furniture Brand Overcomes Ecommerce Software Brand to drive more Retail Media Efficiency



Case Study: Furniture brand with over \$300M in annual revenue on Amazon

The Problem

- Brand worried they were spending too much and thought that ad spend could be cut efficiently if only they knew how and where to cut it.
- Brand was already piloting PacVue retail media but was concerned about effectiveness of sponsored search technology.
- Pacvue also didn't allow the brand to scale and consolidate their tech stack in the ways they wanted that extended beyond retail media.

The Solution

Maximize sponsored search efficiency with...

CommerceIQ's integrated retail ecommerce platform

Key Feature - Market Insights: By tracking Share of Voice at the category, customizable digital shelf, and even individual keyword level vs. top competitors, the brand could not only view their reach at a granular level but could also identify the most incremental opportunities to grow ad efficiency by...

- Leveraging best-in-class sponsored search tech to drive results aligned with Market Insights
- Targeting strong opportunities that underperform organically to maximize sponsored incrementality
- Adjusting bids hourly to optimize for real-time efficiency



Brand invests in data-proven keywords to gain Share of Voice

The Result

In 3 months...

+4%

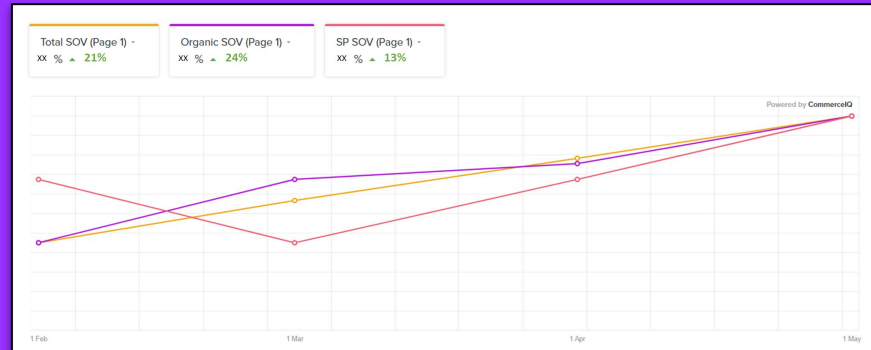
Increase in Ad Conversion (14 day attribution) vs. prior period despite comparison vs. holidays

680K

Automations performed over a 30 day period to maximize efficiency

+21%

Total Share of Voice increase for the whole brand vs. prior period when Pacvue was piloting



Share of Voice trended upward once CommercelQ introduced its automations