



Toy Brand integrated retail media to improve ad spend at Target

Case Study: Toy manufacturer with over \$2B in annual revenue

The Problem

- Unlike Amazon and Walmart, Target's Criteo media platform didn't let brands track performance by keyword as all campaigns were automatic.
- The vendor did not know which keywords were high-performing and couldn't know if some high-performing keywords were being missed altogether in these auto campaigns.
- At the time, Criteo did not allow Target vendors to bid on individual keywords either, but a new feature allowed new keywords to be manually added to auto campaigns, though performance still couldn't be tracked.

The Solution

Enable omnichannel retail media with...

CommercelIQ's integrated retail ecommerce platform

Key Feature - Retail Media Management: By leveraging AI and automation, the brand was able to do the following:

- Bring performance tracking across retailers into one single source of truth that enables sharing of best-in-class practices
- Adding best performing keywords from other retailers like Amazon and Walmart to automatic campaigns at Target via Criteo's new "add keyword" feature



ROAS soared after connecting proven keywords across retailers

The Result

Within first 2 months leading into the holidays...

At  **target**

+102%

ROAS growth, reaching \$4.98 which began after keywords were added

+46%

ROAS growth for Cyber5 week alone week-over-week to \$5.14

+0.66%

CTR rise, same as **+191% growth**, from 0.33% to an astonishing 0.99%

Compared to other retailers for that same time...



Walmart 

VS

-18%

-39%

-0.20%

VS

+57%

-10%

+0.15%