

CASE STUDY:

Cross-device targeting with dynamic multi-product ads on Facebook helps online baby products retailer increase sales

“RevX helped us leverage Facebook remarketing effectively. We are able to reach a larger user base of new and existing customers through RevX’s enhancements over Facebook native ads solution. Facebook now contributes to more than 50% of total transactions coming from RevX. FirstCry values its relationship with RevX and has had a great partnership so far!”

Vivek Singh, VP, Marketing, Partnerships & Analytics, at FirstCry.com

THE CLIENT:

Firstcry.com is Asia’s largest retailer of baby & kids products. It is headquartered in Pune, India and has a strong presence both online & offline.



OVER 1 MILLION CUSTOMERS



MORE THAN 90,000 PRODUCTS



1200+ BRANDS



OFFLINE PRESENCE IN 85 CITIES



PLATFORMS: MOBILE & WEBSITE

BACKGROUND

FirstCry wanted to reach users who dropped off their desktop or mobile website, using **personalized ads on Facebook** to drive sales. The challenge was to **combine** the user’s website behaviour data across **multiple devices and reach them** seamlessly on every device

RevX VALUE

RevX’s Facebook Remarketing Solution is built to enhance the efficacy of Facebook’s Native Ads Solution

	Facebook RM	RevX Facebook RM
Advanced Audience Management	X	✓
Intuitive Campaign Optimization	X	✓
Product Recommendation Ads	X	✓

WE TOOK A THREE-PRONGED APPROACH

1. Segment Specific Targeting Strategy

- Identified granular customer segments using FirstCry's CRM database, mobile & desktop website data
- Ran separate strategies for acquiring first time buyers through incentive based ad messaging

2. Personalized & Product Recommendation Ads

- Displayed Dynamic Multiproduct Ads showcasing products browsed & top sellers in related categories

3. Optimized Campaign to Lower Cost of Sales

- Focused on increasing Click Conversions & RoAS by optimizing campaign based on user intent signals.

EXAMPLE



FirstCry Multiproduct
Dynamic Ad on
Facebook Newsfeed

THE RESULTS

RevX has forged a long term relationship with FirstCry and continues to be their preferred partner for remarketing!



**CLICK
THROUGH RATE**



**CLICK
CONVERSIONS**



**RETURN
ON AD SPEND**