

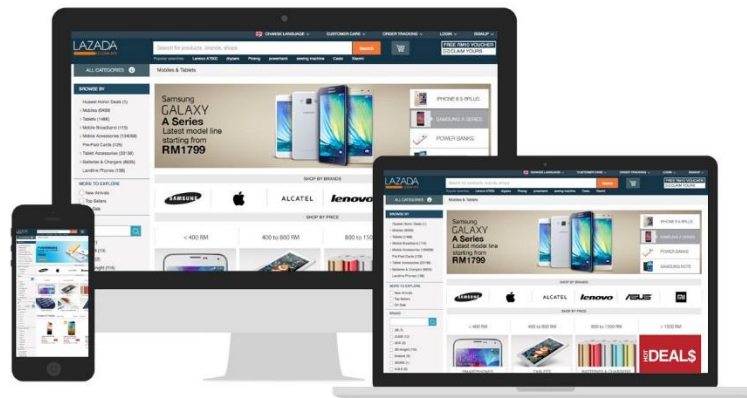
CASE STUDY :

RevX helps online shopping mall boost conversions during Sale Days

THE CLIENT :

Lazada is South-East Asia's number one online shopping mall with presence across Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam

Lazada sells a wide range of products across 13 categories including health and beauty, home & living, fashion, mobiles & tablets, consumer electronics, home appliances and sports and outdoors, among others



Over 45M Unique Visitors/ Month



Over 7M Mobile App Downloads



More than 12,000 Sellers



Platforms: Mobile & Website

BACKGROUND :

Lazada needed a retargeting strategy that would improve **scale and efficiency** of their **sale days** marketing efforts. The ultimate objective was to get a substantial **uplift in sales** and make the March 24-26th Sale extravaganza a success

REvx VALUE :

RevX prediction model and machine learning algorithms determine bid values based on campaign, inventory and user signals. This helps in optimizing the campaign to drive required scale and quality visits/transactions at minimal RTB inventory costs from SSPs. The efficiency of RevX's built-in model is further augmented by the account managers

With the objective of increasing traffic & transactions, RevX account managers took the following approach to design Sale Days campaign strategy

1. Targeted relevant audiences by identifying **user level conversion trend** for Lazada by firing SQL queries to RevX User Data Store to fetch information on **'time taken by users across funnels/ pages to convert'**
2. Identified 'sale day visitors' using **data collected from last sale period** and bid aggressively for them
3. Designed **ads for Sale Days** with relevant messaging, dynamic offers, discounts and coupons
4. Optimized towards **inventory sources** and **user win-ratios** to achieve scale

THE RESULTS :

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

