

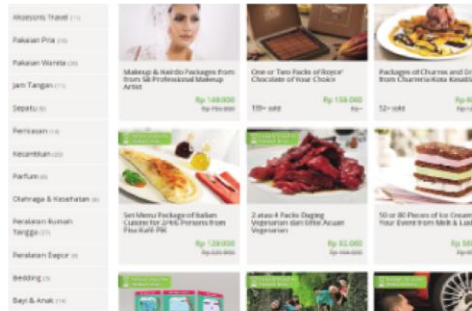
RevX Case Study:

Online deals site uses RevX to drive higher transaction size from new & existing users



The Client:

Indonesia's number one deals portal with a strong presence in food, lifestyle & travel segments



No. of site visitors: ~700,000 | Avg Transaction per user: ~140,000 IDR
No. of registered merchants: ~5000

The Challenge:

The client had invested heavily in acquiring user memberships. However, there was a steady rise in user drop rate at different stages of the purchase cycle. Client wanted to re-engage these users with relevant content thereby, increasing total number of transactions

RevX Value:

RevX's advanced audience management platform enabled the creation of granular user segments. Users were retargeted on Display & FBX with their preferred products and categories. A greater focus was placed on users with interest in deals & products with high transaction value



Results:

- 14.5 return on advertising spend (RoAS)
- 45% higher average transaction value over client's average transaction value
- 13% increase in M-o-M average transaction size
- Increased lifetime value of customer through cross-selling & up-selling products & deal

- RoAS of 14.5**
- 45% higher transaction value**
- Cross-selling & up-selling opportunities**