

CASE STUDY :

RevX exceeds performance marketing objectives set by Online Marketplace

“ RevX Display Remarketing Solution is fully integrated with our digital marketing strategy. We have observed consistent performance with month over month increase in qualified clicks and conversions and have complete confidence in RevX’s technology. ”

- Nitin Agarwal, Sr. Director, Marketing at Shopclues.com

THE CLIENT :

ShopClues.com was conceptualized in June 2011 and in less than three years, it has emerged amongst top five E-Commerce companies in India. With more than 50 million monthly visitors, Shopclues has seen over 600% year-on-year growth since inception



Over 103K Merchants

Over 1.6 Cr Products

More than 5000 Listed Categories

Platforms: Mobile & Website

BACKGROUND :

Shopclues had set out to achieve *aggressive performance marketing targets* with a primary focus on increasing transactions, acquiring customers and ensuring repeat purchases. They partnered with RevX to achieve *high Conversion Scale and better Return on Ad Spend*

REvx VALUE :

RevX prediction model is built intelligently to 'learn' about the client's customer in order to segment & target them

Upon partnering with Shopclues, RevX technology kicked off the following to render the model ready for meeting client objectives:

1. Collected events for training the model

- Flat bid (with a high value) for a few days to ensure that enough bids are won and ads served across various inventories

2. Monitored 'Area Under Curve' (AUC) scores

- To determine that the model has learnt 'enough'

3. Enabled prediction model upon reaching stability

- Ironed out fluctuations in performance metrics such as CTR and CVR

Prediction model results enabled advanced audience segmentation. This information was used by RevX account managers to create campaign strategies that target high intent customers based on recency & frequency, across the most effective inventory channels

THE RESULTS :

RevX achieved the objectives set by Shopclues and displayed a consistently improving month-over-month performance!

DAILY CONVERSIONS RUN RATE

