

# La Redoute

Criteo Dynamic Retargeting helped La Redoute unlock a new sales stream and convert new customers across Facebook's desktop and mobile properties.



THE RESULTS

↓ 49%  
Lower COS

+ 10%  
New customers

↑ 28%  
New product discovery

By adding Facebook Dynamic Ads to its existing Criteo Dynamic Retargeting campaigns, La Redoute converted +10% more customers at about half the cost of sale. Criteo's tight integration with Facebook Dynamic Ads and ability to capture purchase intent across the entire shopping journey enabled La Redoute to reach new customers across Facebook properties when they were most likely to convert, generating 28% incremental sales from new product discovery at 18% lower cost per order.

Source: Campaign data analysis by Criteo and Madmetrics between March 19 - April 22.



NEW COLLECTION



Criteo's ability to understand our consumers' path to purchase is unparalleled. With the addition of Facebook Dynamic Ads to our Criteo campaigns we saw an even greater performance with 2x greater CTR and 3x greater conversion rates. With an aggressive strategy focused on new customer conversion, Criteo's platform helped us convert more than 10% of new customers and generate over 20% more sales.

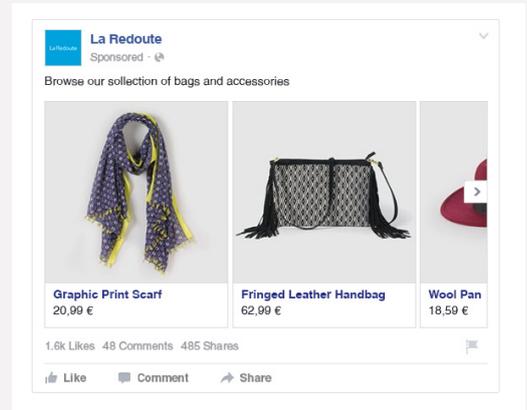
- Matthieu Coilliot, Director of Marketing - La Redoute



THE CHALLENGE

French fashion and home goods retailer La Redoute has been running Criteo campaigns for the past eight years with a focus on driving sales from new customers and products not previously viewed.

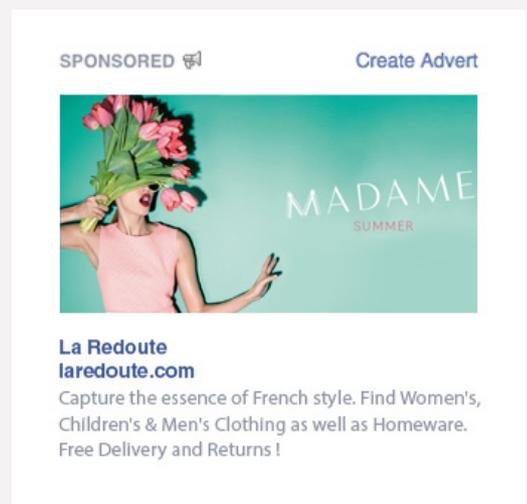
To increase customer acquisition and boost sales even further, La Redoute wanted to expand its Criteo Dynamic Retargeting campaigns to Facebook Dynamic Ads.



THE SOLUTION

Criteo Dynamic Retargeting evaluates each shopper's journey across thousands of publishers, and devices, in order to assess purchase intent. The Criteo Engine then precisely predicts the optimal personalized offer to display on Facebook for maximum sales conversions – all in real time.

With the full capabilities of the Criteo Dynamic Retargeting integrated with Facebook Dynamic Ads, La Redoute is able to leverage our proven programmatic technology across Facebook's properties, converting new customers and increasing sales across desktop and in-app.



HOW IT WORKS

**1 Increase Performance**  
Analyzes an individual's purchase intent across the entire shopping journey.



**2 Efficient Spend**  
Optimizes Facebook bids to maximize purchases and reduce cost.



**3 Complete User Path**  
Captures the full user journey based on direct relationships with 16,000 publishers, increasing conversions.



**4 New Product Discovery**  
Predictive algorithm drives up to 28% of sales from new products across the advertiser's entire catalog.

