



Digital
Remedy®



Footwear Retailer Case Study

**Leveraging OTT Attribution Insights
to Drive Online Sneaker Sales**

The History: Partnership Background

A leading footwear and sportswear retailer in the United States aims to celebrate the sneaker and youth culture on a global level through its portfolio of featured brands. With their trusted reputation, the retailer partners with these brands through a cooperative advertising (co-op) program, aimed at supporting the advertising and promotion of specific product launches, collaborations, and initiatives.

In the summer of 2020, the retailer partnered with Digital Remedy, a leader in data-powered technology and services for marketers, to streamline their digital advertising capabilities and support their co-op program through the execution, management, and optimization of their campaigns.

After seeing initial success across multiple digital media channels throughout the second half of last year, the retailer looked towards OTT/CTV as the next channel to add to their suite of offerings for their co-op partners. Flip, the premier OTT/CTV advertising platform from Digital Remedy, allowed the brand to seamlessly integrate this new advertising channel into their campaigns, successfully target and optimize performance in real-time, and ultimately, drive sales for both the retailer and their advertising partners.



The Playbook: Campaign Overview

One of the retailer's co-op partners, planned to launch a new sneaker collection in collaboration with an American music artist, and wanted to promote the launch by tapping into the OTT space. Through Flip, the advertiser aimed to strategically reach target audiences in an OTT/CTV setting, increase awareness for the collection, and drive online sales of these new products.

Goals: Cart checkouts that included products from the collaboration

Flight: 3 weeks (April 23, 2021 - May 14, 2021)

Tactics:



OTT



Display

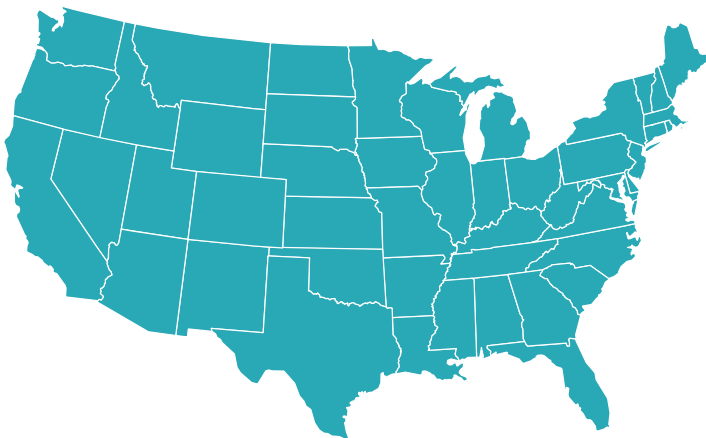
Budget: \$30k Total



Target Audience:

- **OTT:** Advertiser past purchasers, and look-alike audiences
- **Display:** Device graph of those exposed to OTT ads

Target Geo: National



Target Publishers:

AT&T
tv
NOW

hulu

Roku

sling

pluto tv

CRACKLE
A Sony Network

tubi

xumo

fubo TV

philo

Game Time: Campaign Execution

The campaign aimed to increase awareness for the launch, drive site traffic to the collection's landing page on the retailer's website, and to ultimately increase cart checkouts that included products from the featured collection. The Digital Remedy Team worked with the retailer to strategically plan and execute the campaign through Flip, dividing the \$30k budget between OTT and display retargeting.

Leveraging past-purchaser customer lists, Digital Remedy created a custom matched device graph and lookalike audience to target and serve OTT ads to reach similar households who had a high propensity to convert.

To continue the customer's journey, Digital Remedy served display retargeting ads to those devices who had already been served an OTT ad, allowing for efficiency in media spend by re-engaging the exposed individual with coordinated brand content in a new setting, and pushing them further down the conversion funnel.

As the campaign ran during the three week flight, the attribution insights gathered through Flip allowed the team to consistently optimize towards overperforming variables. By doing so, Flip continuously shifted budgets to reach the right audiences, serving ads across the top performing publishers, and removing those that were underperforming to keep the campaign on track, grow the client's ROAS (return on ad spend), and lower their CPA.

Additionally, the retailer continuously passed back first party insights to the Digital Remedy Team to provide for even more granular optimization on who was completing these online purchases, and what exactly they were purchasing. This allowed Digital Remedy to directly link OTT ad delivery to ecommerce sales and seamlessly identify the ROI and sales lift of the campaign.

"Working closely with the advertiser allowed us to provide granular insights and a more holistic view of how their campaign was performing. We were able to leverage their data, and match it back to what we were seeing through Flip in order to thoroughly measure the campaign. This transparency led to real-time optimizations, and allowed us to focus their spend on the audiences, channels, and other targeting variables that were actually performing best for them."



Mike Juhas
EVP of Client Services

The Highlight Reel: Retailer's Internal Results

The co-op brand accounted for an average of 3.4% of the total checkout wallet of those individuals who saw a CTV ad and made a purchase. (Compared to an average of 0.9%) a **278% increase YoY**.

Orders including a co-op product:

825

\$85k

Co-op product revenue

\$2.86

ROAS

\$1.60

ROAS for collaboration-specific products

The Finish Line

Through the Digital Remedy partnership, both organizations were able to surpass client expectations and deliver a successful OTT campaign that drove online sales for the co-op partner's celebrity collaboration. Leveraging combined data and detailed internal analysis to inform decisions, the retailer was able to tap into the growing digital medium of OTT, gain a full 360 degree analysis of how their client's campaign performed, and understand the sales lift they saw as a direct result of these efforts.

This combined effort not only expanded the digital advertising services that the retailer now offers to its co-op partners, but it redefined the standard for their advertising insights and reporting analysis, especially in the OTT space. With the help of Flip, the brand surpassed the standard they set out to achieve for their client, and changed the game for their co-op advertising efforts moving forward.

Overall Media Impact

During this same time period, the retailer ran multiple campaigns for additional co-op partners. Below are the net results of those combined efforts:

43k+

Checkouts

\$5.7m+

Checkout Revenue

\$2.00

Checkout CPA