

Case Study: Leading Digital Product Retailer



A leading digital products retailer was looking for innovative ways to promote its products and utilized ShopAds™ to capitalize on impulse purchases and immediately fulfill its digital products at the point of inspiration.

Client Objectives

- Performance
- Branding
- Digital Fulfillment in Banner

Solutions Used

ShopAds

- Video streaming in ad
- Digital download fulfillment in banner
- McAfee Secure checkout

Analytics

- Add to Cart Rate
- Abandonment Rate
- Dwell Rate
- Conversion Rate
- Download Completion Rate

ShopAds is a great vehicle to incentivize my publishing partners because transactions happen entirely onsite without ever needing to click away. This way, we literally open thousands of storefronts with each new release. – President

Key Challenges

The digital product retailer was looking for ‘on the spot’ purchasing and fulfillment to its customers. The brand was releasing a series of new digital video and audio products, and was promoting these new products heavily through online display advertising. The brand chose ShopAds to launch the industry’s first ever video on demand ad unit, which streamed demo/previews of the products, captured impulse purchases, and simultaneously provided digital fulfillment in banner; all without ever having to ‘disengage’ with the ad.

Media Plan

Offer: New release and featured digital products through ShopAds

Target Audience: Special interest video enthusiasts

Media: Run of ad network and publisher site served inventory

Results

- ✓ ShopAds conversions outperform non-ShopAds by **3X**
- ✓ ShopAds engagement increases by **4X** over non-ShopAds

Key Insights

ShopAds outperformed non-ShopAds in head to head A/B testing conducted by the retailer. The brand credits the ability to “Buy & Download Now” as the primary reason why ShopAds performed much better than its other rich media ads. The ability to have its customers’ desires satisfied immediately without ever having to leave the publisher site is another reason why this brand continues to pay for site served inventory on its partners’ content sites for promotion of its digital products, and using ShopAds as a core piece of its strategy.

Adgregate Markets, Inc.
28 Liberty Ship Way
Suite 2800
Sausalito, CA 94965

415-315-9091
sales@aggregate.com
www.aggregate.com

Aggregate
markets