

# The power of unbiased media buying.

Premium retailer de Bijenkorf's tests two solutions: Adobe Media Optimizer and a major publishing-advertising platform.

## RESULTS AT A GLANCE

### Adobe Media Optimizer

- 10% increase in CPC when budgets were steadily increased by 50%.
- On a daily average, 0% of campaigns ran out of budget thanks to automatic budget adjustment capabilities.
- Partnership agreed upon at end of test.

### Campaigns not managed by Adobe

- 24% increase in CPC when budgets were steadily increased by about 50%.
- On a daily average, 46% of campaigns ran out of budget by midday.
- Partnership ruled out at end of test.

***Media Optimizer was their choice, hands down!***

*"We initially thought that the platform that we advertise on would be able to manage our ROI the best. But the Media Optimizer team and the algorithms worked in our favor to give us great ROI while scaling across multiple platforms, while giving us the level of control and visibility we wanted."*

Jorrit de Groot, Online Marketing Manager, de Bijenkorf

## The Customer

### Elevating the shopping experience.

de Bijenkorf came from humble beginnings, starting out selling yarn and buttons in Amsterdam's Dam Square in 1870. Over their 140 years in business, they've grown to become a premium experience retailer, offering shoppers only the latest and greatest. From in-store fashion events that have made them a chic brand, to innovative pilots like the virtual fitting rooms, de Bijenkorf's have managed to keep their clientele pleasantly engaged through their shopping experience.

## The Goal

### Picking the right marketing tech.

de Bijenkorf knew they wanted a sophisticated bid management system to manage their online marketing efforts and improve ROI. Their marketing team evaluated various solutions and, in the end, decided to "test drive" two shortlisted platforms, to see which one would fit their needs best.

To begin, de Bijenkorf's allocated a portion of their campaigns with similar budgets and goals to Adobe Media Optimizer, and another to the major publishing-advertising platform.

# The Solution

## Selecting the holistic performer.

After three months of head-to-head testing with both solutions, de Bijenkorf was confident that Adobe Media Optimizer was the right partner for them. They felt the Adobe platform offered better optimization controls, and more features that let them adjust bids around things like abnormal shopping trends and the devices shoppers interact from.

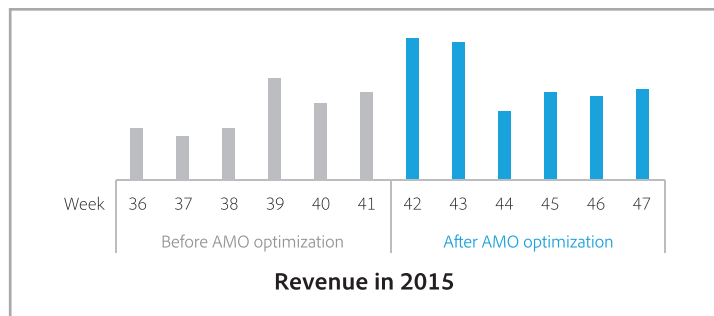
The Adobe services team also played a huge part in their decision, as they expertly trained and guided de Bijenkorf through the test. And they liked that they could advertise on Facebook without being locked into only one publishing house.

# The Success

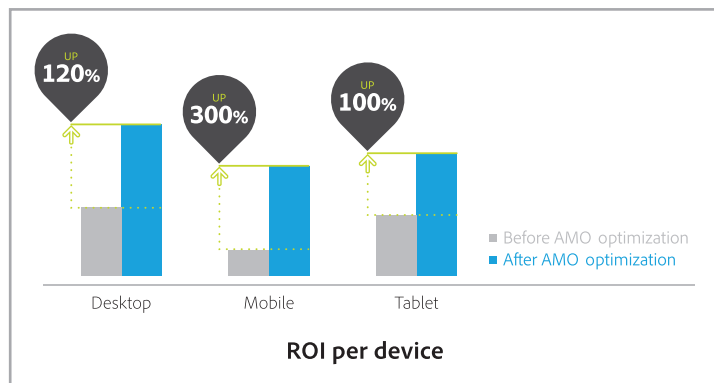
## Powering great performance.

After using Media Optimizer for 40 days, de Bijenkorf's found that their ROI had doubled. Even after further analysis excluded holidays, promotions, and discounts, ROI was still at a 30% increase. And their revenue had jumped up 110% (on normal shopping days only) with only a 60% increase in CPC.

A year-on-year analysis showed the power of the Adobe Media Optimizer algorithms.



*In the same year, starting AMO optimization led to an 89% increase in revenue (compared to the prior period where AMO was not optimizing bids).*



*The positive impact of Adobe Media Optimizer is apparent across devices. That's because instead of having to set one standard bid across desktop, tablets, and smartphones, the Media Optimizer algorithms intelligently compute and automate bids by device.*



Adobe

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