

STAPLES FINDS NEW USERS AT SCALE WHILST BEATING CPA TARGET

DIRECT RESPONSE POWERED BY SEARCH INTELLIGENCE

STAPLES®

captify®

THE CHALLENGE

- + Drive conversions at scale
- + Find new prospective users from SME businesses who are interested in the Staples offering
- + KPI: CPA

THE SOLUTION

As the global leader in Search Intelligence, Captify's unique semantic technology analyses billions of monthly searches to power media & insights across all channels and on every device.

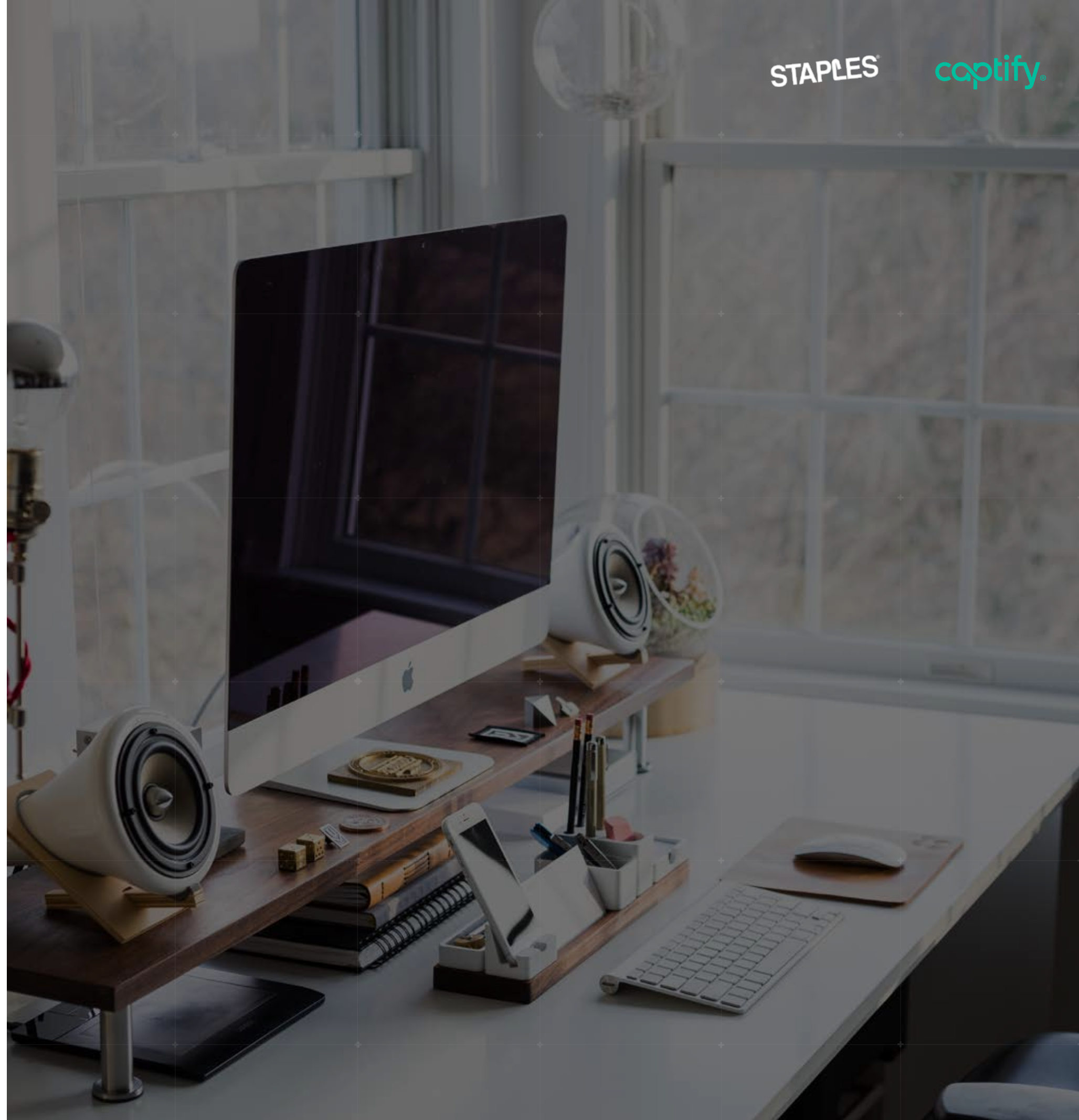
Publicis partnered with Captify to identify, reach and target relevant users for Staples.

As search is the best indicator of intent, Captify could pinpoint in-market users who were actively searching around office supplies and drive them to the Staples website.

Captify uniquely scaled this high performance audience by revealing connected searches to expand targeting strategies and uncover hidden audiences.

STAPLES

captify



HIGH USER INTENT TARGETING

EXAMPLE TARGETING STRATEGIES

Office managers: To identify relevant users
E.G. company party ideas, first aid training, Task Rabbit, IT support companies, courier services

Office furniture & stationery: To identify in-market users
E.G. work desks, office chairs, desktop monitors, filing cabinets, paper shredder, pens, staplers, ring binders, envelopes

Brand & competitors: To disrupt and intercept user behaviour
E.G. Staples, Staples office supplies, Office Depot

Non-intuitive: To expand reach and find a new prospective pool of users
E.G. Real estate, home improvement, energy & utilities categories drove strong performance

FINDING BUSINESS DECISION MAKERS WITH SEARCH INTELLIGENCE

- + Identify explicit intent for brands, competitors, products and services through search

ERGONOMIC OFFICE FURNITURE 🔍

OFFICE SUPPLIES 🔍

INVESTMENT OPPORTUNITIES 🔍

PROPERTY DEVELOPMENT 🔍

DIY PROJECTS 🔍

OFFICE DEPOT 🔍

NEW PRINTING SOLUTIONS 🔍

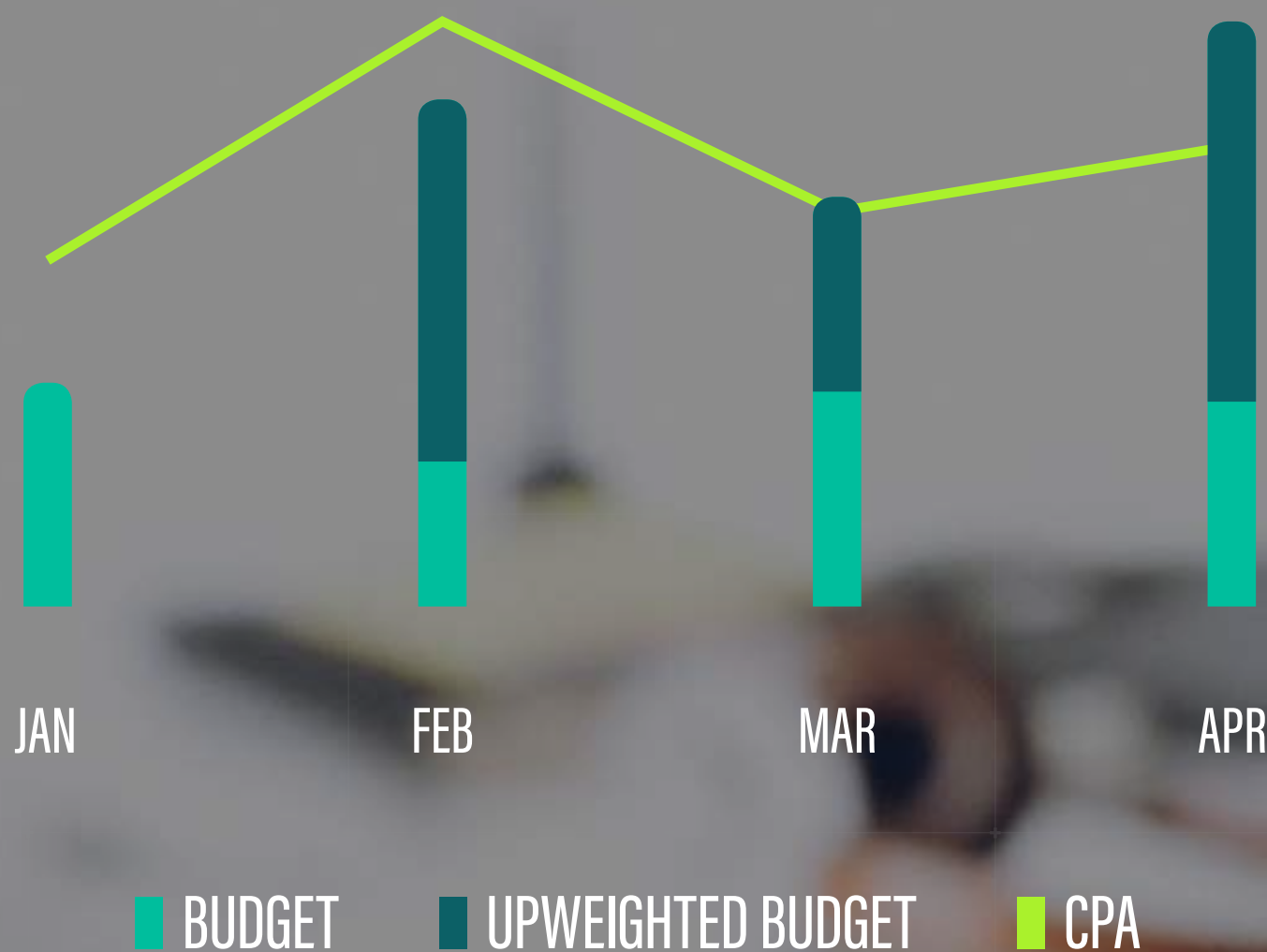
Expand audience targeting through non-intuitive connections

STAPLES

captify

BUDGET VS CPA MONTH ON MONTH (MoM)

■ CPA TARGET €



THE RESULTS

SEARCH PROVEN TO DRIVE PERFORMANCE AT SCALE

+ Beat CPA target by

30%

while continually scaling spend

+ **260%**

uplift in budget over 4 months due to ability to find new users at scale whilst maintaining efficient CPA

TESTIMONIAL

"THE PERFORMANCE THAT CAPTIFY DELIVERS IS ALWAYS BETTER THAN BENCHMARKS REGARDLESS OF THE CLIENT, INDUSTRY OR MARKET."

IUSTI SACUIU
STAPLES PLANNING & DISPLAY BUYING MANAGER, PERFORMICS

GET IN TOUCH

📍 5 LANGLEY STREET
LONDON
WC2H 9JA

☎ +44 2078 126330

SALES
SALES@CAPTIFY.CO.UK

CLIENT STRATEGY
CLIENT.STRATEGY@CAPTIFY.CO.UK