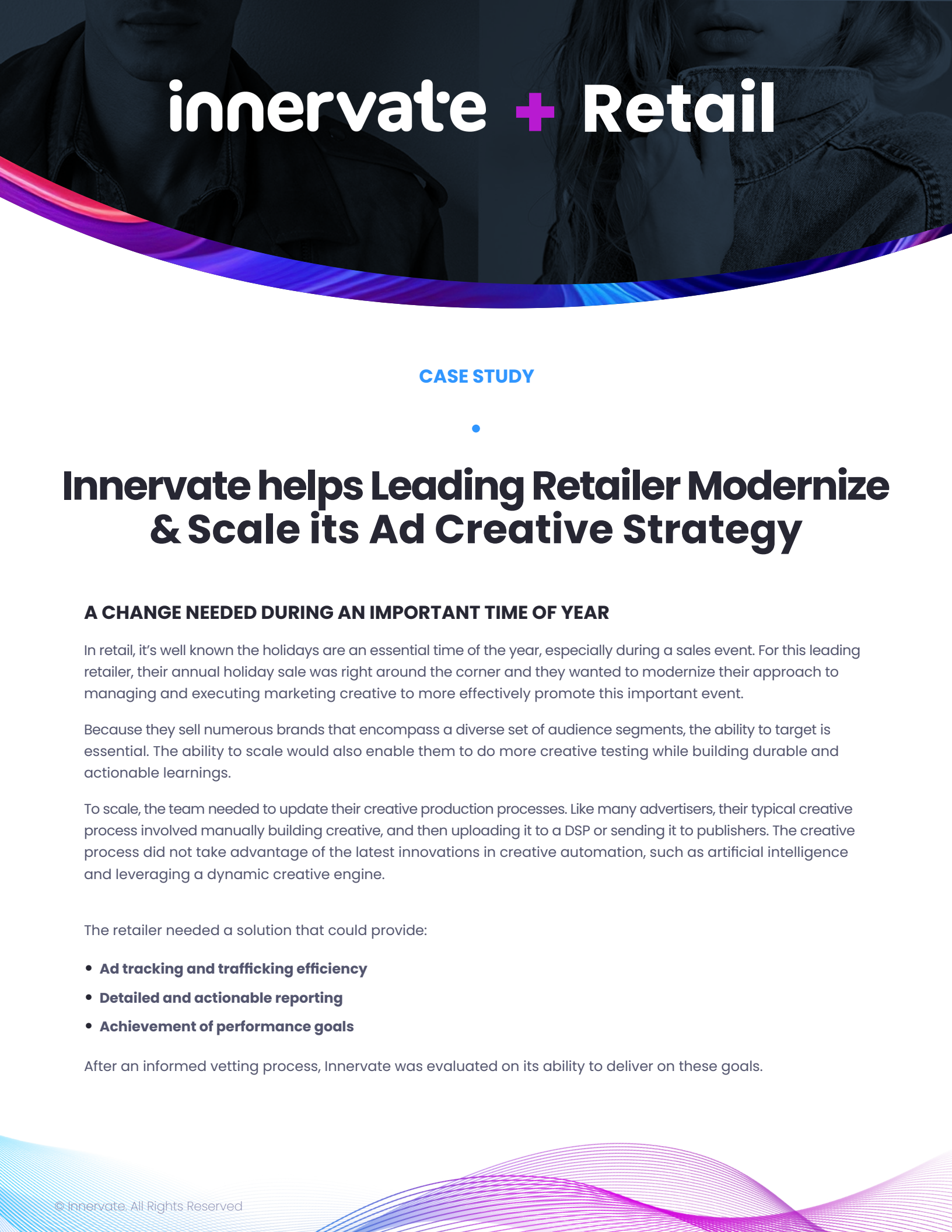




innervate + Retail

CASE STUDY



Innervate helps Leading Retailer Modernize & Scale its Ad Creative Strategy

A CHANGE NEEDED DURING AN IMPORTANT TIME OF YEAR

In retail, it's well known the holidays are an essential time of the year, especially during a sales event. For this leading retailer, their annual holiday sale was right around the corner and they wanted to modernize their approach to managing and executing marketing creative to more effectively promote this important event.

Because they sell numerous brands that encompass a diverse set of audience segments, the ability to target is essential. The ability to scale would also enable them to do more creative testing while building durable and actionable learnings.

To scale, the team needed to update their creative production processes. Like many advertisers, their typical creative process involved manually building creative, and then uploading it to a DSP or sending it to publishers. The creative process did not take advantage of the latest innovations in creative automation, such as artificial intelligence and leveraging a dynamic creative engine.

The retailer needed a solution that could provide:

- **Ad tracking and trafficking efficiency**
- **Detailed and actionable reporting**
- **Achievement of performance goals**

After an informed vetting process, Innervate was evaluated on its ability to deliver on these goals.

THE MODERN CREATIVE SOLUTION

The retail giant leveraged key value components of the Innervate offering:

OPENING UP THE BLACK BOX

They utilized Innervate's unique data visualization features to view all creative iterations, performance metrics, experiments and flights in one place. This was needed to efficiently and effectively orchestrate multiple versions across their audiences, support the evolution of their DMP strategy beyond black box targeting solutions, and align media.

REORGANIZING TO GET ON THE PATH TO SCALABILITY

They utilized the learning built natively into the platform, enabling an intuitive understanding of how creative is performing with a defined audience. Using this feature helped unlock scalability to make better connections with the target audience.

JUMPSTARTING RESULTS IN RECORD TIME

Innervate was able to help them go live quickly with minimal disruption and seamless integration with existing technologies.

CAMPAIGN RESULTS

STREAMLINED ONBOARDING TO BEAT THE TIME-CRUNCH

The retailer was running on Innervate's platform in 14 days. Their culture enabled them to move quickly, marshal resources, and ensure internal alignment. Innervate was also key in ensuring that everything went smoothly and that any minor issues were immediately managed.

Innervate connected with the processes that They already had in place, allowing for rapid onboarding. This allowed them to be on the same page cross-functionally to effectively drive success via the Innervate platform.

REDUCED FRICTION WITH A FLEXIBLE AND MALLEABLE PLATFORM

Innervate's open and modern architecture allowed for connections to existing technology within the brand's existing marketing and creative stacks. "We asked RevJet [Innervate] to be flexible and work with a lot of other tools to be able to fit into our ad tech ecosystem, and we've not run into a situation yet where Innervate is unable to do that," said senior marketing manager. She continued, "RevJet's [Innervate] ability to integrate with other platforms that we work with is a differentiator in this space."

INCREASED EFFICIENCIES TO FOCUS ON WHAT REALLY MATTERS

For the retailer, consolidating tags within Innervate's Optimization Groups, and iterating without sending out new tags, creates efficiency with both their media team and their ad ops team because the trafficking requirements significantly decreased. Their team also found the way in which Innervate organizes trafficking helpful, reducing their worrying about quality assurance.

DETAILED AND ACTIONABLE REPORTING SURFACED NEW MARKETING INSIGHTS

The insights gained from Innervate were new for the customer, and it was simple to share the impact across the company. "The first thing that jumped off the screen was the way in which RevJet [Innervate] natively built learning into the platform," they said. "Innervate enables a very intuitive way to understand how creative is performing within a defined audience."

For a similar reason, detailed reporting was an important benefit on the Innervate platform as well. This was also a net new ability for the retailer that allowed them to definitively know what worked and what didn't. Innervate provided durable, repeatable learnings that they were able to apply to various creative processes.

UNLOCKED THE VALUE OF CREATIVE AND MORE

Three distinct and essential performance goals were achieved:

- They are now able to personalize creative at scale within each customer segment
- They have moved to a "Test, Don't Guess" philosophy, and away from opinion-driven decision making
- They have unlocked the process of achieving creative performance within Innervate, which makes it repeatable and data-driven

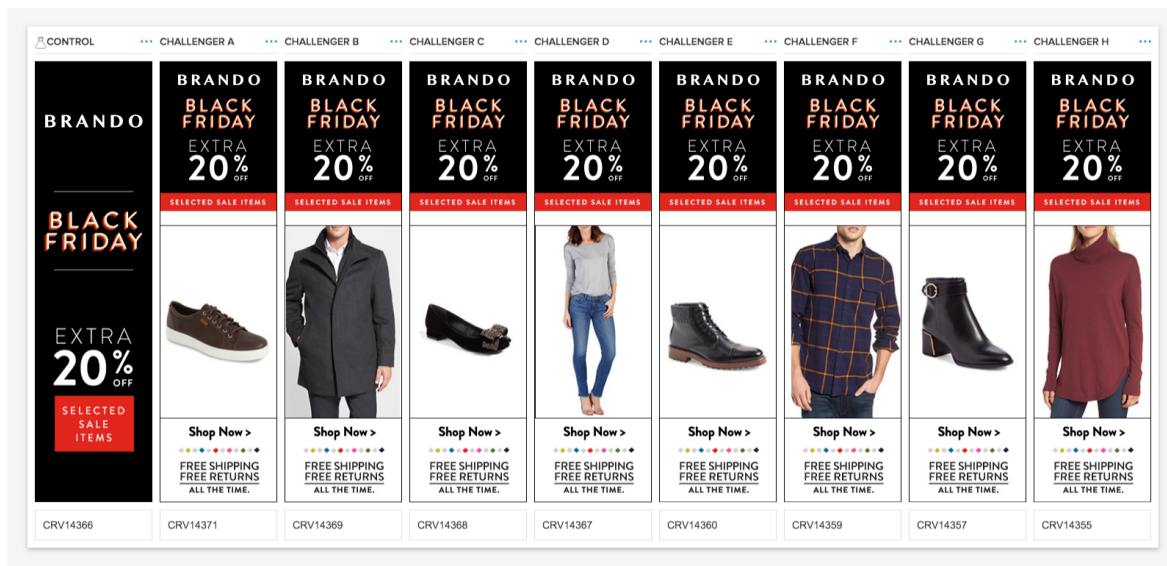
"RevJet [Innervate] is a creative optimization tool, a workflow management tool, a project management tool, & an insights tool. But by stitching all that together, RevJet [Innervate] helped as an agent of organizational change. **The platform provides data to enable us to have more informed conversations around our processes & the outputs of those processes.**"

– Senior Marketing Manager

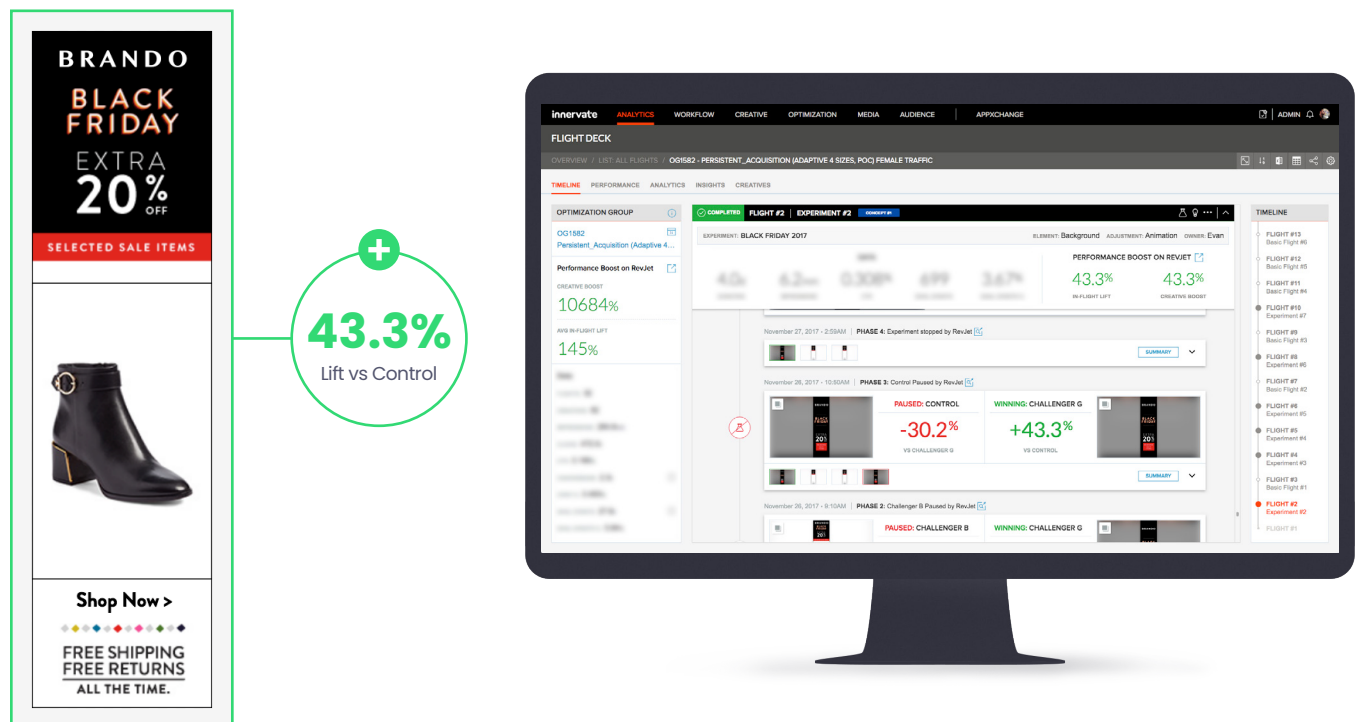
SAMPLE CAMPAIGNS

TAKING THE STRESS OUT OF HOLIDAY ADVERTISING

Utilizing Innervate's scheduling functionality, the retailer developed a creative calendar where ad creative can automatically run and pause to reflect the seasonal campaign calendar. Many different Black Friday treatments competed in head-to-head competition from November 23 through November 26.



...and found that the “Women’s Shoes” creative (Challenger D) performed 43% better than the Control (“Animation Only”) and 133% better than the worst performer in driving deep engagement on their website:



Their team also pre-scheduled ad creative to “flip” to a Cyber Monday rotation on November 27th to just run for one day – “Cyber Monday” – before rolling back to default creative. All without any re-trafficking or added stress around the Holidays:

CHALLENGER ACHALLENGER CCHALLENGER BCHALLENGER HCHALLENGER GCHALLENGER FCHALLENGER ECHALLENGER DCONTROL

BRANDOCYBER MONDAYEXTRA 20% OFF
SELECTED SALE ITEMS



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CRV14375

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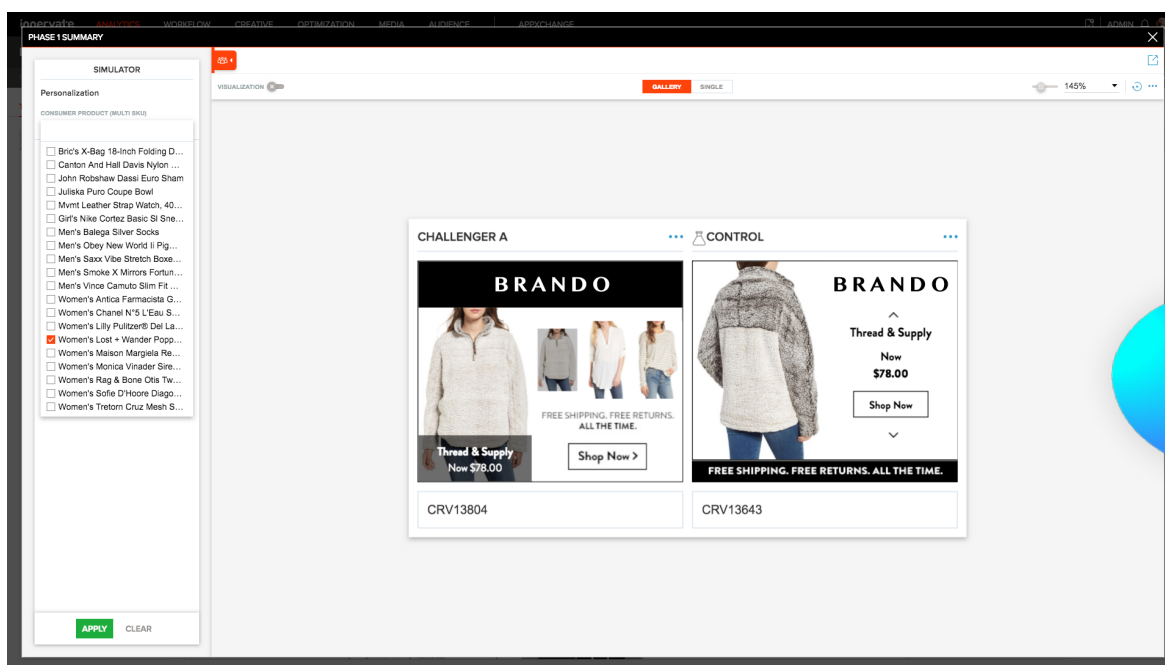
BRANDOCYBER MONDAYEXTRA 20% OFF
SELECTED SALE ITEMS



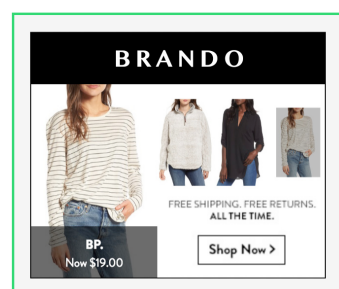
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INNOVATING WITH RE-TARGETING CREATIVE LIKE NEVER BEFORE

By connecting Innervate to their product feed, the team experimented with different approaches to re-targeting: In this case, the customer ran a head-to-head experiment with a single product “vertical scrolling” ad creative versus a multi-product carousel creative.



In less than one day, the retailer discovered the multi-product creative performed 71.5% better than the single product “vertical scrolling” ad creative. That equated to 71.5% more product added to consumers’ shopping bags just by experimenting on the Innervate platform.



+71.5%
Shopping Bag adds
vs Control
@ 95% conf.

