bare necessities®

RetailMeNot partners with C3 Metrics to help Bare Necessities measure the consumer shopping journey and converts shoppers 3x faster.

Goal

Marketers at Bare Necessities sought to better understand where and how to spend their marketing dollars more effectively. They also wanted to understand the value of consumers interacting with their brand through RetailMeNot's channels.

Challenge

Prior to utilizing attribution management products from C3 Metrics in March 2014, Bare Necessities' optimization decisions had been based on metrics that did not account for all the different touch points consumers made throughout their purchase cycles.

Solution

Both C3 Metrics and RetailMeNot wanted to help Bare Necessities better understand campaign performance. After collecting site and media-tagged data for months, RetailMeNot deployed an added test wave of media exposures from September 12 to October 14, 2014. To measure campaign impact, Bare Necessities and RetailMeNot conducted analysis using C3 Metrics' proprietary attribution platform incorporating viewability and cross-device tracking. In return, Bare Necessities received an exposure plan valued at $40,000.

In order to obtain the necessary insight into the activities, a C3 pixel passed back viewable impression and click data on every RetailMeNot placement. Through C3 Metrics' single-source attribution platform, it measured RetailMeNot's full funnel impact in context with all of Bare Necessities' other marketing channels. RetailMeNot's incremental exposure plan included:

- Home page carousel and seasonal pages
- Mobile Web home page
- Mobile app coverflow
- Email feature and listings
- Social media
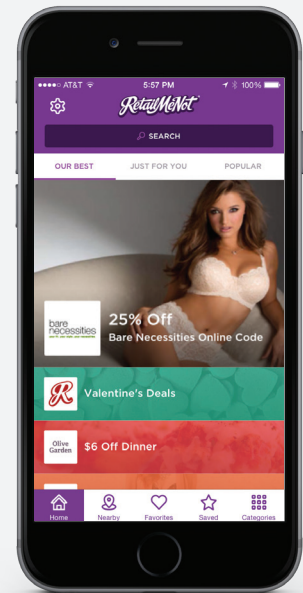
3x faster conversion

45% new customer rate

19% increase in sales

5% lift per transaction

Results

Analysis of this campaign concluded that, in comparison to Bare Necessities total customer base, RetailMeNot/Bare Necessities customers:

- Convert 3x faster
- Spend 5% more per transaction
- Are new customers 45% of the time

From an attribution perspective, during the campaign, RetailMeNot delivered:

- A 19% sales increase compared to pre-campaign performance

- A higher AOV than the balance of Bare Necessities' other channels during this time frame

- A 2:1 ROI (attributed value to spend ratio in Bare Necessities' terms) on the incremental $40,000 exposure value

- ~65% of attributed value in the discovery and research stages of the shopping journey, as determined by C3's weighting of positions in a shopper's click path, further validating how RetailMeNot reached consumers at every stage of the purchase funnel

Gaining a view of the customer journey has transformed Bare Necessities' understanding of its campaign performance and elevated RetailMeNot as a valued, strategic marketing partner. Bare Necessities will continue collaborating with RetailMeNot to drive performance metrics through content optimization, exposure packages and C3 Metrics for analytics insights.

About Bare Necessities

Bare Necessities is the largest online specialty retailer of women's and men's branded and designer intimate apparel and lingerie.

About C3 Metrics

C3 Metrics provides a leading cross channel marketing attribution platform that harnesses the power of real-time data collection and purity, algorithmic methodology and real-time programmatic communication to improve marketing ROI in both TV and Digital. C3 Metrics powers cross channel marketing decisions for customers in North America, Europe and APAC.

RetailMeNot inc.