



FORGET ME NOT

OrotonGroup Limited is a publicly-listed, Sydney-based retail company,

with over 80 stores across Australia, New Zealand, Singapore, Malaysia, Hong Kong, and China.

Founded in 1938, OrotonGroup is a leader in the distribution of a number of premium international fashion brands in Australia and New Zealand (in addition to its own brand, Oroton).

TRAFF1K D1G1TAL WAS ENGAGED TO:

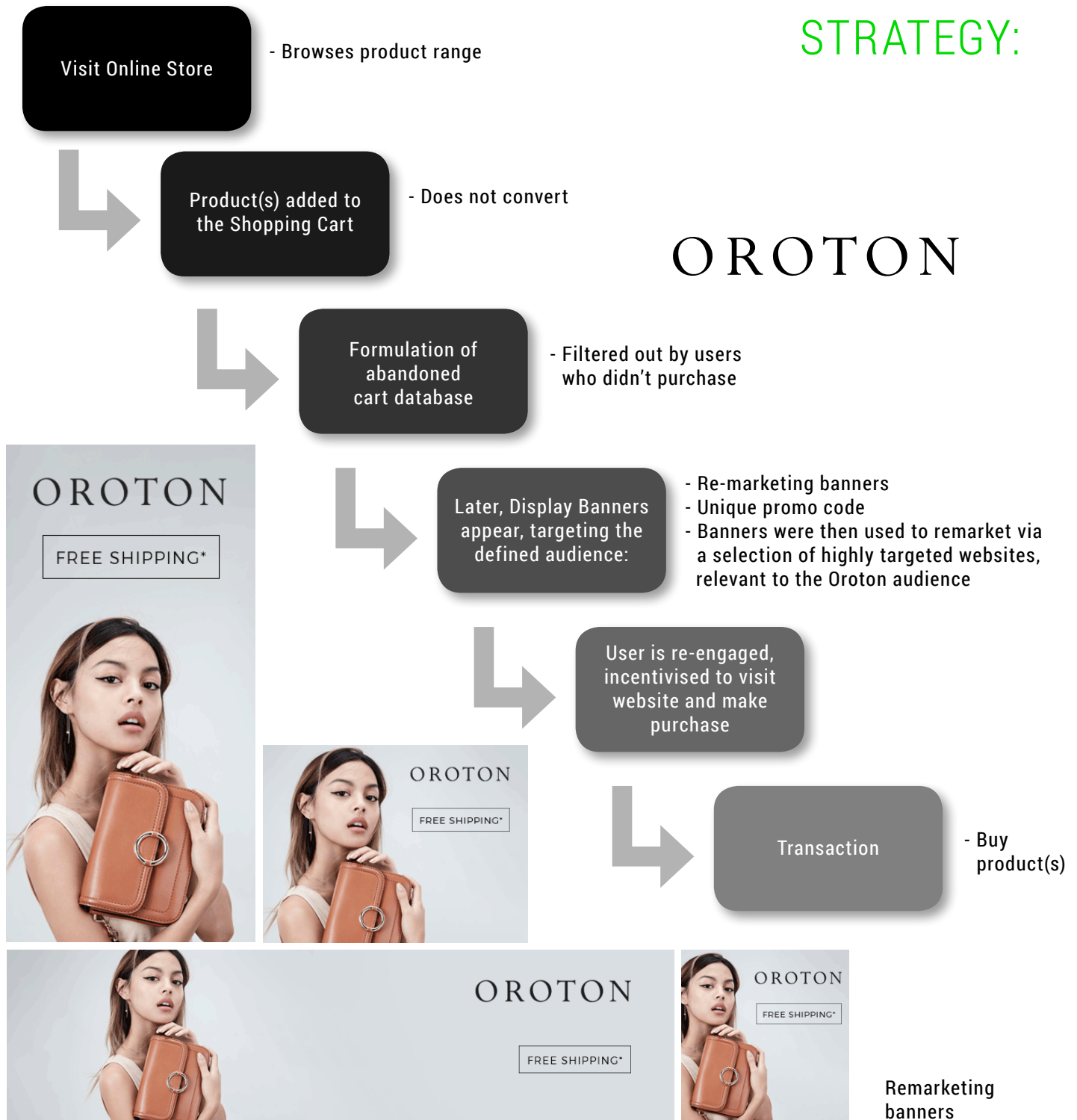
Run ongoing monthly remarketing campaigns.

ANALYSIS:

At the commencement of remarketing, Traff1k D1g1tal had worked for Oroton for eighteen months to assist in Search Engine Marketing and aligning with demand. While this had seen strong revenue growth of 210% across the Search channel, Traff1k D1g1tal identified that the cart abandonment rate could be improved upon.

As Oroton is a luxury premium brand, a core focus was re-engagement and improvement in conversion. Traff1k D1g1tal identified an opportunity for cart abandonment remarketing, targeting non-converters that had abandoned the multi-stage shopping cart. Traff1k D1g1tal, working with Oroton, implemented a unique remarketing campaign targeted to the visitor segment.

STRATEGY:



RESULTS:

This unique campaign was only available by remarketing banners created by Traff1k D1g1tal. For one month (January 2017), display remarketing directly resulted in: an additional 1000 converted transactions in two weeks; a reduction in the number of sessions to purchase and; a reduction in the number of day sessions.

ADDITIONAL 1000 X CONVERTED TRANSACTIONS
IN TWO WEEKS



PURCHASE EFFICIENCY:
Reduction in the number of sessions to purchase
Reduction in number of day sessions

*Source: Orotan Google AdWords, January 2017.