

## Retail Industry

**THE CAMPAIGN** | The goal of this advertiser was to increase sales revenue during Black Friday. Opting for the Dominant Blend Display product (Behavioral, Demo, Search and Site Retargeting, and Content Targeting), this advertiser invested \$15,000 in programmatic display.

### OVERVIEW

THE INDUSTRY | Retail

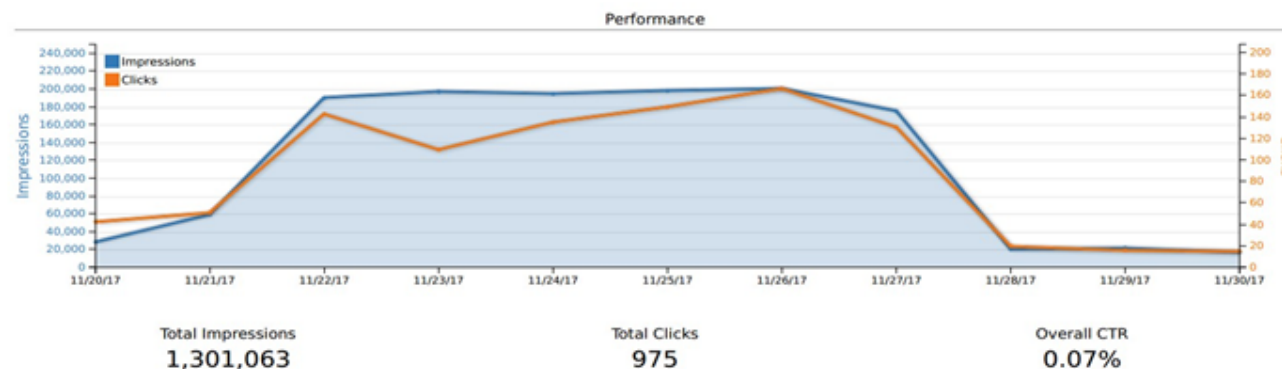
THE GOAL | Generate sales and revenue

THE CHALLENGE | Tracking multiple conversions and revenue streams

THE RESULTS | \$58,000 in sales over Black Friday Weekend!

### TTD - Display

#### Performance



**THE TAKEAWAY** | Display is a highly effective and efficient form of advertising. With Display targeting, advertisements are served to the right customers at the right time. Search Retargeting is also a useful tool to serve ads to people who have already visited the website, therefore driving brand awareness long after a visitor has left the site. This advertiser saw a 259% ROI, meeting the goal of increasing sales over the holiday weekend.