



Magnetic Boosts In-View and Interaction Rates to Drive Awareness of Holiday Sales

CHALLENGE

ENGAGE SHOPPERS DURING PEAK HOLIDAY AD PERIOD

A mid-tier apparel retailer needed to generate awareness of its Black Friday and Cyber Monday sales to drive in-store and online traffic. They needed a media solution with advanced targeting capabilities to break-through the holiday ad clutter and engage their in-market holiday audience.

STRATEGY

RETARGET IN-MARKET SHOPPERS ACROSS DEVICES

Magnetic combined search intent data with past purchase behavior to identify in-market consumers who were interested in shopping the brand's sale events. Custom segments were created based on specific interest, competitive and branded keywords, as well as relevant past-purchase attributes.

Best Performing Keyword Terms

Interest and Competitive terms – e.g.: brand name coupon, denim sale, cyber Monday, Black Friday sale, Target deals, Forever21 Black Friday

Black Friday + Cyber Monday Purchase Behavior

Historical shoppers who purchased clothing and other items during Black Friday and Cyber Monday

Past-Purchase Attributes

Shoppers of casual style and moderate price point clothing and accessories for women, men, children and babies

The segments were targeted with IAB display units. Ads were served and optimized across devices (desktop, mobile, tablet) to drive awareness wherever people chose to engage. Key optimization levers included:

- Keyword performance: Magnetic's proprietary keyword optimization tool continuously refined the keyword list and categories to drive efficient cost-per-landing page
- Pre-bid technology: IAS' TRAQ scoring technology was used to filter media to pre-bid inventory. This ensured highly viewable impressions and quality traffic.

RESULTS

65% in-view rate; exceeded goal

13% above interaction rate goal

20% increase in budget due to performance

INSIGHT

Consumers are searching for deals the weekend prior to Black Friday

Search volume for Coupon & Discount terms was **1.5x** the monthly average on 11/22, the Sunday prior to Black Friday

In-view rates spiked when users were retargeted, resulting in a **72% in-view rate** on Monday, 11/23