



## ADVERTISER CASE STUDY RETARGETING



**Adiquity helped online apparel dealer achieve 5x ROI  
with increased CTR and \$1.96 CPA**

### BACKGROUND

One of Adiquity's clients is a major online apparel dealer with over 70,000 monthly unique visitors. The apparel dealer wanted to promote its summer collections, and build brand familiarity and loyalty for its winter peak season collections and subsequent seasonal lines.

### SOLUTION

Adiquity launched a shopping cart specific campaign to retarget customers who placed an item in their online shopping cart, but did not complete the purchase.

Adiquity then segmented site visitors based on categories they viewed, to display relevant and dynamic ads. Adiquity ran campaign with ads having a seasonal theme to re-engage customers.

## RESULTS

Adiquity's retargeting helped the online apparel dealer to achieve 5x ROI.

In a short span of time the campaigns resulted in CTR going up from 0.05% to 0.11%.

The client could achieve a \$1.96 CPA with a \$30 average order value.

### About AdIQuity

Adiquity is a leading global mobile ads platform which enables advertisers, ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. It also helps mobile app developers and publishers to earn high revenue from their mobile inventory. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.