

Case Study

Increasing RoAS 160% through Product Ads

MADE.COM

“StitcherAds makes us faster, more effective in creating mass campaigns for retargeting and acquiring new customers.”

Shaun Hobbs
Online Marketing Executive
Made.com

About Made.com

Made.com offer designer furniture at up to 70% off. No middlemen, no high-street mark up on sofas, armchairs, furniture, lighting and more.

Results

- ◆ 160% Better RoAS than previous retargeting
- ◆ 74% Better RoAS than FBX
- ◆ Over 60% of conversions seen via mobile ads first

Challenge

Prior to using StitcherAds, Made.com were using PowerEditor and despite trying another vendor, could not achieve the results they were looking for. These other tools were time consuming and didn't make it easy to quickly test many campaigns.

Customer generated content, such as photos of sofas taken in their homes, is integral to finding new customers for Made.com. For prospecting ads, these photos taken by customers actually perform better than professional photos taken on the showroom floor. Made.com needs the ability to easily create new ads, quickly from this content.

Solution

Shaun Hobbs, Online Marketing Executive at Made.com, said “We chose StitcherAds for ease of use, time saving capabilities and advanced features when compared with Power Editor and other tools.”

Automated Ad Permutations

Using automated ad permutations in StitcherAds, Made.com is able to quickly test the performance of the creative and different audience segments.

Granular and Advanced Targeting

Made.com creates Lookalike audiences for every category on their site (sofas, chairs, tables and beds for example) to prospect new customers. Using the advanced demographic feature in StitcherAds, Made.com is able to be very granular with their targeting.

Dynamic Product Retargeting

Using dynamic product ads, Made.com is able to automate product retargeting based on an individual shopper's behaviour—delivering the right ad to the right person whatever device they may be on.

Results

Being one of the first European retailers to embrace dynamic product ads for retargeting, Made.com saw significant results in the first few months—160% better RoAS than previous retargeting methods. This is particularly the case when it comes to mobile influenced conversions. In January 2015, Made.com saw 60% of product ads, first served on mobile, converted on desktop. Shaun Hobbs said, “StitcherAds makes us faster, more effective in creating mass campaigns for retargeting and acquiring new customers.”

