ADS THAT WIN

HOW ADROLL DELIVERS SUCCESS

DO MORE FOR YOUR BUSINESS WITH ADROLL.

AdRoll partners with over 37,000 marketers—across every industry and experience level—to grow revenue with display, social, and email advertising.

Check out some of our customer success stories to see how you can use AdRoll to achieve marketing success.

UMSL   CREDIBLY   SKECHERS PERFORMANCE LOS ANGELES MARATHON   PLAYON

amain.com PERFORMANCE SPORTS & HOBBIES   benefit SAN FRANCISCO   BEYOND YOGA   DL1961

Sam's FURNITURE   SHIEKH   Velasca MILANO   Preferred HOTELS & RESORTS   tangible media

TABLE OF CONTENTS

ADROLL PLATFORM

ADROLL ATTRACT

Reach new customers who are likely to convert and boost your campaigns with AdRoll Attract.

- ↗ UMSL
- ↗ PlayOn
- ↗ Beyond Yoga
- ↗ DL1961
- ↗ Shiekh Shoes
- ↗ Tangible Media featuring NCSOFT

ADROLL CONVERT

Typically, only 2% of website visitors convert on the first visit. What are you doing about the other 98%? Don't just get checked out—get them to check out by retargeting across devices on the web.

- ↗ UMSL
- ↗ Credibly
- ↗ Los Angeles Marathon
- ↗ PlayOn
- ↗ AMain Performance Sports and Hobbies
- ↗ Benefit
- ↗ Beyond Yoga
- ↗ DL1961
- ↗ Sam's Furniture
- ↗ Shiekh Shoes
- ↗ Preferred Hotels & Resorts
- ↗ Tangible Media featuring NCSOFT

ADROLL EMAILS

Win over shoppers and extend your AdRoll Convert campaigns to the inbox. AdRoll email delivers personalized emails that are triggered by browsing behavior on your site.

- ↗ AMain Performance Sports and Hobbies
- ↗ Sam's Furniture
- ↗ Velasca

DYNAMIC ADS

Entice customers across devices on the web and on Facebook with dynamic ads that are beautiful, personalized, and tailored to match your brand. Setup is quick, and the impression is lasting.

- ↗ Benefit
- ↗ Beyond Yoga

CRM DATA ONBOARDING

Around 80% of promotional emails are never opened. Don't rely on just email to connect with high-intent customers. Think outside the inbox. Retarget your email customers with ads across the web to amplify the effectiveness of your email campaigns.

- ↗ Credibly
- ↗ Los Angeles Marathon
- ↗ Beyond Yoga
- ↗ Tangible Media featuring NCSOFT

INSTAGRAM

With AdRoll on Instagram, marketers have a new channel for retargeting existing web visitors and attracting new audiences. You can simply connect your Instagram account to AdRoll, submit your Instagram ads, and start driving results.

- ↗ UMSL
- ↗ DL1961
- ↗ Shiekh Shoes
- ↗ Los Angeles Marathon

EDUCATION

INDUSTRY CHALLENGES

Across the education industry, our customers are looking to drive school applications, test prep signups, and online course enrollments. These conversions all share one common theme: they have to be of the highest quality possible. A quality lead becomes an honor student, and a quality signup becomes a customer with exceptional lifetime value. How can these marketers ensure that they're not missing out on top students and interested consumers?

ADROLL'S SOLUTION

Students don't just research one school, take one course, or fill out one application. They visit multiple sites and show differing levels of interest based on their visit frequency, recency, and behavior. AdRoll has insights into hundreds of these intent signals that feed our BidIQ™ algorithm and ensure our education clients are able to re-engage with potential students.

The school or university looking to attract these students is able to stand out from the crowd by really listening to the behavior of a potential student on their website. Then, by re-engaging with that student over time and providing meaningful new content, these education providers will beat the competition.

"Our education clients are beyond passionate. They care deeply about the institutions and companies they represent and are extremely driven to support and grow them. These clients see the impact of working with AdRoll by the number of high-quality conversions we capture for them. They're working to build long-term relationships with new students or customers, and AdRoll helps facilitate that initial conversation."

— Rich Lawrence, sales manager, AdRoll

GOAL

University of Missouri–St. Louis aimed to drive registrations for their new online business degree program. To generate leads, UMSL used a combination of media strategies: email, audio, and video.

RESULTS

0.37%
CTR

15%
LOWER BOUNCE RATE THAN INDUSTRY AVERAGE

INSTAGRAM HAD A **4X** HIGHER CTR THAN FACEBOOK*

INSTAGRAM WAS THE **2ND HIGHEST** SOURCE OF TRAFFIC*

"AdRoll helps us promote our programs and see results right away. Other platforms we've tried don't deliver results until the following semester, when it's too late."

—Jon Hinderliter, assistant director, university marketing and communications, University of Missouri–St. Louis

UMSL

Alexa: 30K–40K

University of Missouri–St. Louis is the largest public research university located in Missouri's most populous and economically important region.

*AFTER ONE CAMPAIGN

FINANCE

INDUSTRY CHALLENGES

One of the biggest challenges for our finance clients is to find customers in places no one else is looking using new techniques not yet widely adopted. As the search engine marketing (SEM) market has become saturated, connecting with a new user has become prohibitively expensive—routinely run north of $40 across the insurance, banking, credit and lending, and mortgage industries.

ADROLL'S SOLUTION

AdRoll's IntentMap™ offers a new way to prospect efficiently and connect with those who show they are in the market for specific financial products and services based on their real-time behavior—what they buy, download, and browse—across the web. By combining our broad data set with predictive modeling, we empower financial clients with a competitive advantage by communicating with a prospect for a fraction of the cost of SEM. This cost-efficient solution offers a new way to programmatically find and communicate with audiences as they research financial services, before competitors realize the prospects are in the market.

"Financial services marketers are the most quantitative, metric-driven, analytical users of the AdRoll platform. This high level of scrutiny has pushed our technology into previously uncharted waters. Marketers are now able to capitalize on their first-party data in new and creative ways."

— Blake Ziolkowski, head of industry, B2C, AdRoll

GOAL

In an impacted and competitive financial technology industry, where competitors are putting their dollars into digital marketing—including retargeting—the Credibly team wanted to keep up with the competition, re-engage their customers, and establish brand recognition.

RESULTS

$34
FACEBOOK CPA

$55
ADROLL CONVERT ON WEB CPA

$97
ADROLL CONVERT ON FACEBOOK CPA

0.21%
WEB CTR

"These types of programs can help with awareness and reinforce our branding. [We were] using a lot of paid search and digital programs to be top of mind during time of intent, but we realized we needed to be a part of the conversation during all stages of a business's lifecycle—such as tax season."

—John Kim, director of acquisition marketing, Credibly

CREDIBLY

Alexa: 400K–500K

Credibly is an emerging fintech platform, leveraging data science with a focus on the customer experience. This unique lending and capital platform serves small and medium-sized businesses as a trusted and committed partner.

MEDIA AND ENTERTAINMENT

INDUSTRY CHALLENGES

Media and Entertainment marketers need to engage users across devices and channels with one seamless message, all while being able to track performance and impact. They also want to promote events in the most targeted way possible, often focusing on specific geographies. This can limit reach and make campaign setup more cumbersome. Finally, many companies—particularly ticket resellers—are operating on slim margins, which creates aggressive acquisition goals.

ADROLL'S SOLUTION

For media and entertainment marketers, each new campaign is usually different than the last. Thus, the AdRoll platform gives users the flexibility to design specifically targeted marketing campaigns quickly and easily. Personalized messaging allows marketers to deliver powerful messages to the right user at the right time and right place. For each campaign, the AdRoll cross-device graph allows marketers to target and track users seamlessly across desktop, mobile, and tablet devices. Plus, we partner with platforms like Ticketmaster so our customers can track performance and make sure they're hitting their goals.

"AdRoll has become a trusted leader in the media and entertainment space. Whether it's selling tickets, driving video game downloads or in-game purchases, or increasing media subscriptions, our platform gives marketers the tools and controls they need to launch highly targeted and personalized marketing campaigns across all devices and major inventory sources. Our interface makes it easy to set-up and manage flights, as well as pull granular reporting that shows conversion details down to the order level."

— Aaron Richman, head of industry, B2C, AdRoll

GOAL

The Los Angeles Marathon strived to hit and surpass its yearly goal to reach new runners, re-engage past runners, and grow the race by up to 10% year over year. Digital advertising wasn't a priority for the Los Angeles Marathon; past initiatives had provided minimal returns. Yet while exploring more sophisticated registration solutions, it became clear that digital advertising deserved another go. They came to AdRoll with the weighty challenge of increasing the number of registrants—and selling out sooner.

RESULTS

30x
ROI

$6.18
BLENDED CPA

3,400
TOTAL REGISTRATIONS

$624k
ATTRIBUTED REVENUE

"We've already noticed that Instagram is taking up a much bigger piece of the pie. We're planning to advertise all of our events on Instagram."

—Ryan Cavinder, marketing manager, Los Angeles Marathon

SKECHERS PERFORMANCE
LOS ANGELES MARATHON

Alexa: 500K+

One of the largest marathons in the US, the Los Angeles Marathon's annual "Stadium to the Sea" event attracts runners from all 50 states and over 55 countries.

GOAL

After introducing a "freemium" model, the PlayOn Team wanted a way to stay top of mind with their free customers. AdRoll provided an ideal growth platform to do just that and also serves as a great tool to drive conversion to the paid tier of the product. PlayOn also boosted their acquisition efforts. Since adding AdRoll to its digital marketing mix, PlayOn has found and converted more customers than ever before.

RESULTS

3,135	3.28%	$0.44	$0.48
CONVERSIONS	FACEBOOK CTR	FACEBOOK CPC	AVERAGE FACEBOOK CPA

"AdRoll's algorithm is at the head of the pack. Similar engines didn't perform to our expectations. Our click-through rates are exceeding our initial expectations and driving quality new visitors."

—Jim Holland, director of marketing, PlayOn

PLAYON

Alexa: 30K–40K

PlayOn is a streaming video recorder that allows you to view and record online media just like you would with your cable DVR. PlayOn was created to make it easy to watch internet video on any device, even offline.

RETAIL

INDUSTRY CHALLENGES

The retail industry is fast paced and quickly transforming. The biggest challenges for our retail customers fall into three areas: maximizing performance and scale across channels and devices, losing efficiency trying to manage campaigns with multiple vendors, and managing control and attribution.

ADROLL'S SOLUTION

AdRoll now offers a full-funnel platform to enable our partners to execute high-performance campaigns with both efficiency and scale across the three major e-commerce marketing objectives: attracting new visitors, converting visitors into customers, and growing customer lifetime value.

For example, many of our customers previously only targeted shoppers at the bottom of the sales funnel on a CPC-pricing structure. This misaligns vendor and advertiser. Most of these shoppers would have converted on their own, and comScore demonstrated that only a small percentage (16%) would actually click. We work with our marketers to build custom attribution models that fairly account for clicks and views so they can run campaigns higher in the sales funnel to drive incremental revenue.

"It's an exciting time to be an e-commerce marketer. New technologies have made reaching shoppers with personalized creative easier and more profitable than ever. E-commerce marketers can now focus on partnering with strong vendors that have proprietary technology, specific retail expertise, and incentive alignment. When working with AdRoll, you can be confident that there's an amazing team of account executives, data scientists and engineers driving your performance to the next level."

— Zack Swartz, head of industry, retail, AdRoll

GOAL

AMain Performance Sports and Hobbies had decent site traffic and brand recognition but was struggling to convert site visitors into loyal customers. Their nimble team decided to partner with AdRoll to get better results.

RESULTS

27%
CTR FOR EMAIL*

90%
OPEN RATE FOR EMAIL*

775%
MORE EMAIL CONVERSIONS*

26.5x
ROI FOR FACEBOOK

"We don't look for vendors. We look for partners who are dedicated to help us grow our business. With AdRoll, we don't have to worry at all about this—there are very few vendors we are able to work with in that capacity."

—Wesley McMahon, vice president of marketing, AMain Performance Sports and Hobbies

amain.com
PERFORMANCE SPORTS & HOBBIES

Alexa: 40K–50K

AMain Performance Sports and Hobbies is a multi-channel hobby retailer operating out of Chico, CA. AMain maintains a broad selection of inventory, including the widest selection of radio-controlled planes, helicopters, and cars in the world. Priding themselves on excellent customer service, AMain gives back to the RC community by sponsoring races and charitable events.

*OVER 30 DAYS

GOAL

In an effort to increase both online and offline sales, Benefit Cosmetics turned to AdRoll to target key audiences at different stages of the purchase funnel based on their level of engagement and demonstrated intent on benefit.com.

RESULTS

8.5x
FACEBOOK ROI

2.2x
CTR INCREASE*

91%
CPC DECREASE*

11x
CTC RATE INCREASE ON NEWS FEED DYNAMIC ADS*

"We've had a long-standing relationship with AdRoll and they've been an extension of our marketing team. They fully understand our industry and goals and are always finding new, innovative ways to maximize sales and promote our brand."

—Bridget Zingale, e-commerce marketing manager, Benefit

benefit
SAN FRANCISCO

Alexa: 30K–40K

Benefit Cosmetics, an internationally known cosmetics manufacturer, is featured in 4,000+ stores in more than 35 countries. Benefit also has a digital presence to drive e-commerce and promote the brand.

GOAL

Experiencing huge growth, Beyond Yoga needed to create a strong digital-marketing backbone to further their brand expansion—and success. They invested heavily in proven, cross-device mobile advertising and dynamic ads, and also became an early adopter of new products and integrations.

RESULTS

30x
HOLIDAY
DYNAMIC ADS
ROI

5–6x
NON-HOLIDAY
DYNAMIC ADS
ROI

4%
DYNAMIC ADS
CONVERSION
RATE

1%
CTR ON
DYNAMIC ADS

"With the power of AdRoll across mobile, social, and the web, we've been able to capitalize on our new brand partnerships, sales, and holiday initiatives."

—Jesse Adams, COO and head of finance, Beyond Yoga

BEYOND YOGA

Alexa: 100K–200K

Beyond Yoga promotes a healthy outlook and a realistic life perspective. Their yoga-inspired clothing collection is crafted with love in the US.

GOAL

DL1961, a rapidly growing company, partnered with AdRoll to create a strong marketing strategy and guide shoppers through the buying process. When they heard that Instagram was a new, virtually untapped source of premium inventory, they wanted to see how it would mesh with their existing advertising strategy.

RESULTS

23x
COMBINED ROI

12x
INSTAGRAM ROI

2,000
TOTAL INSTAGRAM CONVERSIONS

14%
OF CONVERSIONS YIELDED FROM INSTAGRAM

"As an agile marketing team, we have to be mindful about what we're putting dollars behind. With AdRoll, Instagram has proven to be an effective platform to promote product launches."

—Olympia Scott, e-commerce manager, DL1961

DL1961

Alexa: 300K–400K

Driven by a mission to create the perfect-fitting jean, NYC-based DL1961 makes jeans that can be worn 24/7 while looking effortless, chic, and stylish.

GOAL

Sam's Furniture & Appliances had tried several different methods to attract customers back to their online and in-person showrooms. This included trying Google AdWords, a combination of strategies directly with partners, and traditional media, such as newspaper banner ads. These all ended unsuccessfully. Sam's turned to AdRoll to send their customers direct pushes of their browsing history to create timely, relevant messages using Sam's products.

RESULTS

47%
OPEN RATE

16%
CTR

DELIVERS ATTENTION, RELEVANCY, AND TRUST

AIDS RETARGETING EFFORTS

"AdRoll provides me the opportunity to deliver reminders of relevant and specific products that [customers] were looking at, while helping with the rest of our retargeting."

— Seth Weisblatt, chief marketing officer, Sam's Furniture & Appliances

Alexa: 500K+

Sam's Furniture & Appliances is a home furnishings retailer in Fort Worth, Texas. Since 1946, Sam's has provided incredible values and excellent customer service to a loyal customer base.

GOAL

Shiekh Shoes was ready to win new customers and engage past buyers for the holidays—but after a negative experience with a former digital marketing vendor, the company was hesitant to make any large-scale changes right before peak season.
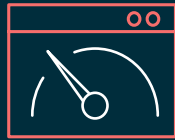
RESULTS

5.4x
ROI
(20% LIFT
IN ROI)

32%
LOWER
BOUNCE RATE
VS. OTHER
NEW USERS

41%
LOWER COST
PER ENGAGED
VISITOR*

122%
HIGHER CTR*

"There's a deep partnership with my AdRoll team. My dedicated account reps and support team come to me with great ideas on initiatives and strategy... We're at a point where we're getting better results than ever."

—Theo Gallo, director of e-commerce, Karmaloop/Shiekh Shoes

SHIEKH

Alexa: 90K–100K

Shiekh Shoes is a footwear and apparel retailer founded in the 1990's. Shiekh now operates more than 130 West Coast stores, along with a rapidly expanding online retail business.

GOAL

E-commerce retailer Velasca needed digital solutions to keep shoppers engaged with their brand. Velasca now uses AdRoll to increase customer lifetime value and drive sales through compelling email retargeting. Using behavioral data from their site, AdRoll helps send the right message at each stage of the customer journey.

RESULTS

24%
LOWER
BOUNCE RATE*

19%
LONGER
SESSION
DURATION*

17%
MORE PAGES
PER SESSION*

DRIVING
SHOPPERS
TOWARD A
CONVERSION

"With AdRoll emails, we can send intent-based emails to our individual customers. We use AdRoll to drive shoppers toward a conversion when they're in the funnel."

—Enrico Casati, founder and CEO, Velasca

Velasca
MILANO

Alexa: 400K–500K

With quality products at a fair price, Velasca makes luxury accessible to all. Designed in Milan, Velasca shoes are handmade by artisans in Montegranaro.

TRAVEL

INDUSTRY CHALLENGES

The proliferation of mobile devices and omni-channel marketing has changed the way travel marketers think about executing, measuring, and optimizing their customer acquisition programs. Marketers today need to find ways to stay engaged with their consumers throughout the path to purchase.

ADROLL'S SOLUTION

Trusted by over 600 online travel agencies (OTAs), airlines, hotels, and destinations worldwide, AdRoll's full-funnel marketing platform helps marketers deliver personalized messaging to consumers at all stages of the marketing funnel. With AdRoll, marketers can leverage AdRoll's proprietary IntentMap™ to target consumers who are actively in the market for travel.

"With the growing complexities of marketing in the travel space, our travel marketers are always trying to find novel ways to differentiate their offerings from their competition. AdRoll helps travel marketers deliver personalized messaging in every step of the funnel to maximize bookings."

—Aaron Richman, head of industry, B2C, AdRoll

GOAL

Preferred Hotels & Resorts needed a partner that could deliver traffic and boost bookings for promoted hotels. While potential customers spent time researching various destinations and running price comparisons, Preferred Hotels & Resorts wanted to promote special offers for the locations customers were interested in visiting.

RESULTS

13.4x
ROI

11%
GENERAL WEB CONVERSION RATE

3%
MOBILE ADVERTISING CTR

ENGAGING CUSTOMERS ACROSS MULTIPLE DEVICES

"We know our customers are engaging with us across multiple devices. With AdRoll, we had visibility into which platforms and devices were driving more conversions."

—Casey Ueberroth, CMO, Preferred Hotels & Resorts

Preferred
HOTELS & RESORTS

Alexa: 100K–200K

Preferred Hotels & Resorts represents more than 650 independent hotels and resorts in over 85 countries, promising an inspiring vacation experience to every guest.

GAMING

INDUSTRY CHALLENGES

There is no shortage of challenges when it comes to marketing games. According to research firm EEDAR, nearly 3,500 games were launched on Steam in 2015, up from 1,500 in 2014, and only 500 in 2013. That's not to mention the 589,036 gaming apps recorded on Android or 443,524 IOS apps. With this inundation of new game titles hitting the market, it can be a real challenge to build awareness without spending hefty amounts on paid marketing. For the titles that are successful in building awareness, marketers then need to find ways to move users through the funnel, from signup and install to becoming paid users. Once a user is paid, marketers need to partner with their product teams to drive and maintain engagement in the game while finding ways to maximize the average revenue per user (ARPU) and lifetime value (LTV) of their users. If the game falls short in any one of these areas, the publisher will likely have a challenging time making profit on the game.

ADROLL'S SOLUTION

As a full-funnel marketing platform, AdRoll is uniquely positioned to help marketers address the entire customer lifecycle, from discovery and consideration to conversion and retention. While our marketers leverage a host of other tools, our platform is focused on helping marketers address three core marketing challenges: attracting new qualified prospects, converting those prospects into customers, and growing the LTV of those users. Within our platform, marketers are able to execute highly targeted ad campaigns that attract users at every stage of the consideration process. We also provide advanced analytics, along with specialized account management, to help marketers measure the effectiveness and incrementality of their campaigns.

"With AdRoll's IntentMap™, marketers are able to identify new look-alike users who have shown browsing behavior similar to their highest-value players. With over 5,000 advertisers participating and over 1.2 billion digital profiles, our gaming clients have been really happy with the scale and cost-effectiveness of the product."

—Aaron Richman, head of industry, B2C, AdRoll

GOAL

Tangible Media was considering several digital advertising partners to help them with a large campaign for NCSOFT's new online game, Blade & Soul. Its lean marketing team not only wanted effective full-funnel solutions for their gaming clients, they were also looking for a frictionless marketing partner whom they could trust with their needs.

RESULTS

87%
LOWER CPA THAN GOAL

80%
LOWER BLENDED* CPA THAN GOAL

ADROLL ACCOUNT MANAGERS PROACTIVELY SURFACE INSIGHTS FOR INTELLIGENT OPTIMIZATIONS

"One of the biggest challenges we face with our gaming clients is being able to deliver performance at scale. Using AdRoll, we were able to effectively scale our campaigns and achieve an overall CPA well below our initial goal."

—Zach Smith, associate media director of digital, Tangible Media

tangible media

Alexa: 500K+

Tangible has engineered media campaigns for over 100 new products, targeting kids, teens, young adults and moms. They are a full-service agency specializing in Entertainment, CPG and Retail.

Since 2007, AdRoll has been on a mission to help businesses compete online and grow revenue. Ambitious commerce brands use the AdRoll Growth Platform to make their display, social, and email advertising work together to accelerate business growth. Powered by industry-leading automation and personalization, brands are better able to structure, measure, and sync their marketing efforts. Built for performance, our Growth Platform sees 37,000 customers generate more than $246 billion in sales annually.

AdRoll is headquartered in San Francisco, with offices in New York, Dublin, Sydney, London, Tokyo, Chicago, and Salt Lake City. **Learn more at www.adroll.com**.

AdRoll   San Francisco   New York   Dublin   Sydney   London   Tokyo   Chicago   Salt Lake City   **www.adroll.com**