

CASE STUDY

MediaMath & TruSignal

Help ShopStyle Increase

Conversions 200%

Audience filter avoids targeting non-converters
and improves average cost per order



+ **TruSignal**[®] + SHOPSTYLE

Strength in Numbers

MediaMath and TruSignal Help ShopStyle Increase Conversions 200%

Leading online retailer ShopStyle, a division of POPSUGAR Inc., wanted to exceed their digital marketing objectives through increasing ROI on existing direct response and retargeting campaigns. With campaigns already in place on MediaMath's TerminalOne Marketing OS™, ShopStyle sought to achieve an even higher conversion rate and lower cost per order. ShopStyle called on MediaMath and TruSignal to create and distribute a solution that would drive the ROI improvement they craved.

FILTERING OUT WASTEFUL NON-CONVERTERS

Through its integration with MediaMath, TruSignal was able to prevent targeting of users unlikely to convert through a powerful audience filter.

TruSignal developed a custom Direct Response Audience Filtering solution to pinpoint and exclude people highly unlikely to convert, those who were stunting the performance of the retailer's existing direct response and retargeting campaigns. Using a sample of ShopStyle's best existing customers, TruSignal's predictive scoring engine analyzed thousands of attributes per customer, weighing them according to their relative importance, to produce a custom predictive model.

MediaMath and ShopStyle leveraged TruSignal's predictive scoring engine. The model was able to calculate a 0 to 99 score for 220 million U.S. adults, based on likelihood to convert for ShopStyle. The lowest scores, 0 through 50, represented people who were highly unlikely to convert, and created a powerful audience filter that MediaMath and ShopStyle activated to drive KPIs.

Using privacy-safe identifiers, MediaMath onboarded TruSignal's audience filter into its TerminalOne Marketing OS™. The audience filter was then applied to ShopStyle's retargeting and direct response campaigns as a negative targeting condition, preventing targeting those who were unlikely to convert for the brand.

In addition, MediaMath leveraged the custom predictive scores to influence its bidding strategy on behalf of ShopStyle. The price for each impression was uniquely determined according to the value of the user's score.

TEST & CONTROL ANALYSIS

Using a side-by-side test and control methodology, ShopStyle was able to measure the return of TruSignal's Direct Response Audience Filtering solution. The company created identical test and control groups to complete a side-by-side comparison between the TruSignal audience and a cloned existing campaign. The TruSignal audience was applied to the test group to negatively target non-converters.

THE RESULT

Using a last-click KPI, ShopStyle saw a 60% improvement in cost per acquisition within 30 days of implementing the audience filter within MediaMath's TerminalOne Marketing OS™. As ShopStyle continued the test, they achieved a 200% increase in conversions when using TruSignal's Direct Response Audience Filtering solution. Moreover, the custom predictive scores supported a more efficient bidding strategy for ShopStyle and MediaMath, bidding on individual consumer value.



MediaMath is a global technology company that is leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System®. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise.



TruSignal, Inc. is an industry leader in Predictive Score Marketing, leveraging offline data and predictive scoring to help digital marketers more accurately and efficiently target people across digital channels and devices. Our predictive scoring engine combines first-party data with our powerful offline data to calculate a score for 220 million U.S. adults to determine who to target and who to avoid. Our TruAudience Platform brings Predictive Score Marketing to the hands of marketers in a first-of-its-kind self-serve tool that provides offline consumer insights, predictive scoring, custom audience creation and cross-channel distribution.

SHOPSTYLE

ShopStyle, from POPSUGAR Inc., is the leading digital fashion-shopping platform for shoppers 18-45. ShopStyle brings together the most-fashionable brands and the best stores, allowing users to shop from over 12 million products from apparel, home decorating, and kids' items.