

## CHALLENGE

A DEPARTMENT STORE SERVING THE MID-MARKET SEGMENT NEEDED TO IMPROVE TRAFFIC TO ITS E-COMMERCE SITE, PARTICULARLY CONSUMERS IN ITS FEMALE, 35-60 TARGET. IT SET THE GOALS OF A 30% TRAFFIC INCREASE AND A 10% IMPROVEMENT IN RATES OF CONVERSION.

↑45%

Traffic report

20%

Conversion Rate

↑50%

The Set Goal

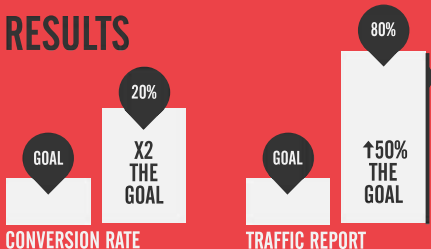
## ROKT SOLUTION



Ads on various offers were tested on a limited selection of ROKT partner sites that best aligned with the characteristics of the retailer's target. After two weeks of evaluation, the optimal offers were identified and placed on all appropriate partner sites.

ROKT's suppression capability was employed to ensure the ads would be seen only by the preferred consumers. Effective offers included time-limited coupons, shipping discounts and loyalty points bonuses with certain purchases. The campaign ran for three months.

## RESULTS



60% OF ROKT DRIVEN TRAFFIC REVISITED SITE WITHIN 3 WEEKS OF INITIAL VISIT

ROKT REMAINS A CENTRAL COMPONENT OF RETAILER'S TRAFFIC REFERRAL EFFORTS  
2.5 MONTHS TO ACHIEVE BREAK EVEN

“More than being able to connect with our ideal customer in a supportive online environment, ROKT's ability to deliver her to our site, ready to buy, was astounding. ROKT worked so well for us that it is now an irreplaceable part of our e-commerce activities.”

Brand Manager