



# Department store earns 20% conversion from Rokt campaign

## THE OPPORTUNITY

A department store serving the mid-market segment wanted to grow e-commerce traffic, especially among females aged 35-60. It sought to increase traffic by 30% and its conversion rate by 10%.

## ROKT SOLUTIONS

Rokt tested ads on various offers on its partner sites that best aligned with the characteristics of the retailer's target. After two weeks of evaluation, Rokt identified the optimal offers and placed them on appropriate partner sites. Rokt used its suppression capability to ensure only preferred customers saw the ads during the three month-long campaign.

## THE RESULTS

**20%**

Conversion  
Rate

**45%**

Traffic Report

**50%**

Above  
Goal

**“Rokt worked so well for us that it is now an irreplaceable part of our e-commerce activities.”**

- Brand Manager