

From Stretched to Strengthened

Insights from the
Global Chief Marketing
Officer Study

wehkamp.nl

Retargeting program multiplies ROI

ROI of targeted
ads more than
15 times

ROI of untargeted ads

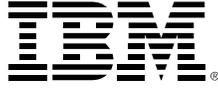
Online shoppers are discerning consumers with short attention spans. Looking for the best value, they browse pages, compare products and add items to their shopping carts—only to abandon their sessions to continue researching elsewhere on the web. Retailers are challenged to quickly reacquire these consumers after they leave a site, or risk losing sales to their competition.

The Netherlands' largest online retailer, wehkamp.nl, looked to increase the ROI of its marketing efforts by focusing on these browsers with a comprehensive behavioral "retargeting" program. By using analytics to glean insights from customers' shopping behavior, marketers can now send targeted, real-time ads to would-be buyers immediately after they leave wehkamp.nl's site. The ads—informed by data on customers' personal interests and shopping history—feature the merchandise they researched and targeted relevant offers, making it easy for customers to return to wehkamp.nl with a single click.

Focusing on each customer as a unique individual with specific needs is paying off handsomely for wehkamp.nl. It is enjoying click-through rates of nearly 1 percent with these targeted banner ads—about five times the performance of untargeted banners. And the ROI of the targeted ads is more than 15 times that of untargeted ads.

wehkamp.nl recognizes that retargeting is an essential component in a broader strategy of personalized online marketing. With its impressive ROI results and increased customer satisfaction, the personalized retargeting is clearly a win-win for retailer and customer alike.

For more information about this case study or the IBM Global CMO Study, please send an email to the IBM Institute for Business Value at iibv@us.ibm.com.



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IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

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