

# Reactivator®

numberly Leverages AppNexus to  
Power Customer Reactivation Solution

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presentation at Summit

## THE CHALLENGE

CRM data is one of marketers' most powerful assets. Its true value though can only be realized when it is activated in the right way, maximizing its potential by reaching the right people, at the right time, in the vital moment of intent.

Allposters.com (Art.com Inc.) wanted to re-engage lapsed customers in new and engaging ways, to drive increased return business from people who had not recently purchased, opened an email, or visited the site. While AllPosters.com owned good data on these customers, they needed an innovative solution to effectively target them and unleash their Lifetime Value so they tasked Numberly with testing its latest 'Reactivator®' product.

Using onboarding platforms and programmatic technology Numberly was able to reach AllPosters.com's database through highly targeted display advertising, combining laser-like targeting with a combination of interactive and bigger ad formats.

## THE SOLUTION

Numberly built display target audiences in AppNexus using anonymized onboarded CRM data from Allposters.com, and subsequently exploited AppNexus' unrivaled reach and inventory – spanning display, mobile and social – alongside its cookie-match and campaign controls, to ensure lapsed customers were served customized reactivation ads.

Numberly ran the campaign against a control group and ensured full transparency, detailing everything from CPM to clicks and conversions. This delivered Allposters.com unprecedented granularity per campaign, per creative and per segment, as well as comparison of test vs control buying behavior leading to incremental revenue uplift.

Instead of looking at Test vs Control Lift as a one-off post campaign measure, one of the key innovations brought by Numberly was to consider real incrementality as the main ongoing KPI on which each bidding strategy was constantly optimized.

The campaign delivered an unprecedented 16% boost to conversion rate as well as a 3.8% uplift in purchase frequency and a 15.5% increase in average order value, all contributing to significant incremental revenue, up to 86% on some segments.



## THE RESULTS

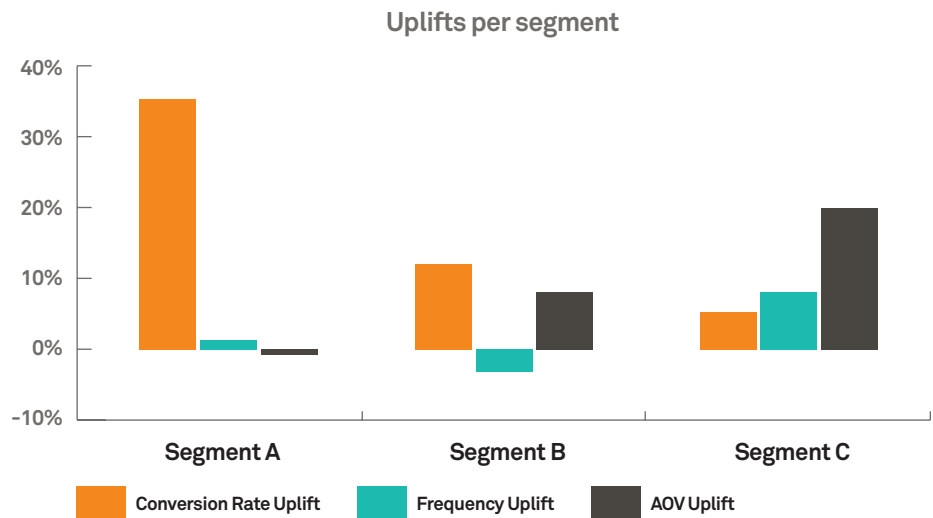
The result? A triple win. The campaign delivered an unprecedented 16% boost to conversion rate as well as a 3.8% uplift in purchase frequency and a 15.5% increase in average order value, all contributing to significant incremental revenue, up to 86% on some segments.

This approach, based on real incrementality, is a game changer, as causality instead of correlation has become the ultimate goal of machine learning algorithms developed by Numberly data scientists.

It also raises a new set of challenges, as test and control groups need to be considered in a dynamic people based environment while constantly minimizing any contamination effect between the groups.

Thibaut Munier, cofounder and COO of Numberly (1000mercis Group), said: ‘Our goal is to help advertisers meet their business goals by collecting and activating their data through innovative digital solutions. Working

with Allposters.com’s data, and benefiting from the reach and scale of the AppNexus platform, made for a very powerful Reactivator© campaign that has delivered strong business results for Allposters.com.”



### About numberly

numberly is a programmatic CRM expert helping advertisers to leverage their first party data through programmatic marketing on existing and future customers across channels (display, email, mobile, social). In June 2015, numberly launched Reactivator, a new solution allowing advertisers to reactivate lapsed or inactive customers through programmatic, maximizing real incrementality across devices and formats. Created in 2000, numberly employs 350 people worldwide and its annual turnover soared to €45.20 million in 2014. Based in London (UK), Paris (France), New York, Palo Alto (USA), as well as Dubai (UAE), numberly operates in more than 30 countries; numberly is owned by 1000mercis Group, a NYSE Alternext-listed company.

For more information on numberly, please go to: [www.numberly.com](http://www.numberly.com)



### About AppNexus

AppNexus is a technology company that provides trading solutions and powers marketplaces for Internet advertising. Its open, unified, and powerful programmatic platform empowers customers to more effectively buy and sell media, allowing them to innovate, differentiate, and transform their businesses. As the world’s leading independent ad tech company, AppNexus is led by the pioneers of the web’s original ad exchanges. Headquartered in New York City with 23 global offices, AppNexus employs more than 1000 of the brightest minds in advertising and technology who believe that advertising powers the Internet.

For more information, follow the company at: [@appnexus](https://twitter.com/appnexus) Or visit: [www.appnexus.com](http://www.appnexus.com)



### About Art.com

With more than 12 million customers in 120 countries, Art.com is the world’s largest online retailer of high-quality wall art. The company offers millions of art images, custom framing and specialty printing, as well as interactive visualization tools and mobile apps that let users explore art from a selection of curated collections.

