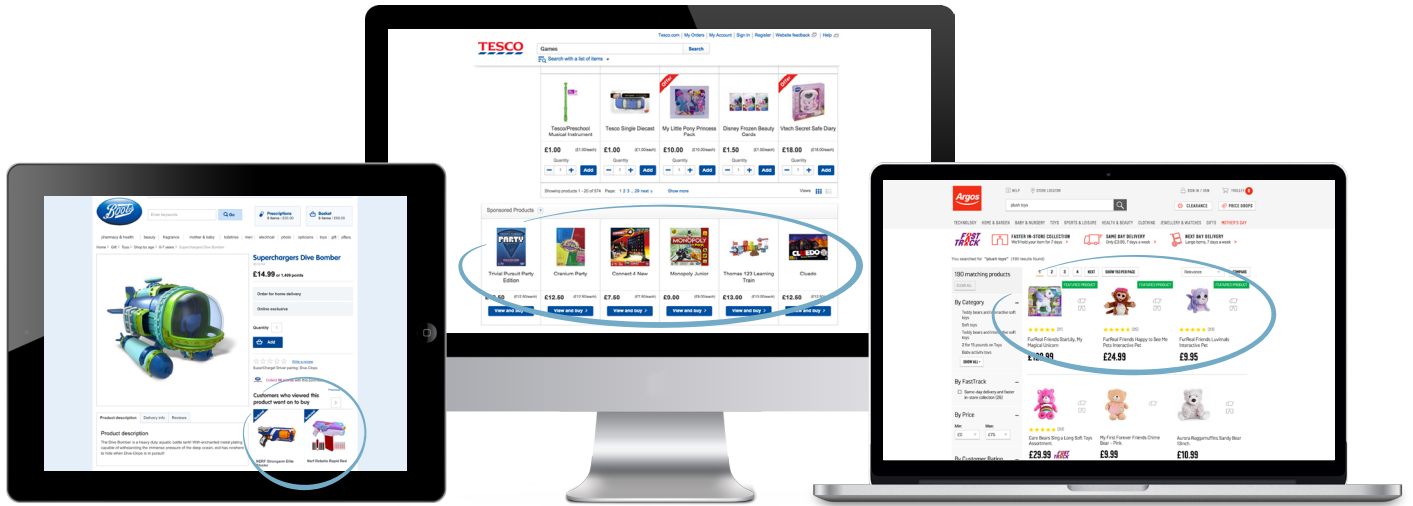


Hasbro Sees Stellar Direct ROI With HookLogic.

Thanks To Performance-Focused Media Strategy



+1100%

Return On Ad Spend (ROAS)



+63 Million

Impressions

Hasbro achieved stellar results with HookLogic throughout 2015 with a continually-optimized investment plan, including an 1100% annual ROAS.

Goals



Develop flexible strategies that could easily adjust to promotional activity and portfolio requirements.



Drive a strong return on investment.



Win the festive sales season.

Requirements

Operating in the highly-competitive Toys & Games category, where sub-categories can contain hundreds of competitive products, Hasbro was seeking a bold way to drive measurable and accountable returns while still allowing for the flexibility that a diverse, complex product portfolio requires. The programme required the ability to:



Shift emphasis among portfolio products in line with changing business needs.



Highlight popular toys throughout the year and during Q4.



Promote new product launches with increased focus, such as Star Wars: The Force Awakens merchandise.

“The account management and leadership we experienced were unparalleled. We are keenly focused on driving profitable ecommerce sales, and HookLogic is a strategic partner that allows us to have tactical presence to reach shoppers and demonstrate the resulting sales attribution with insightful reporting.”

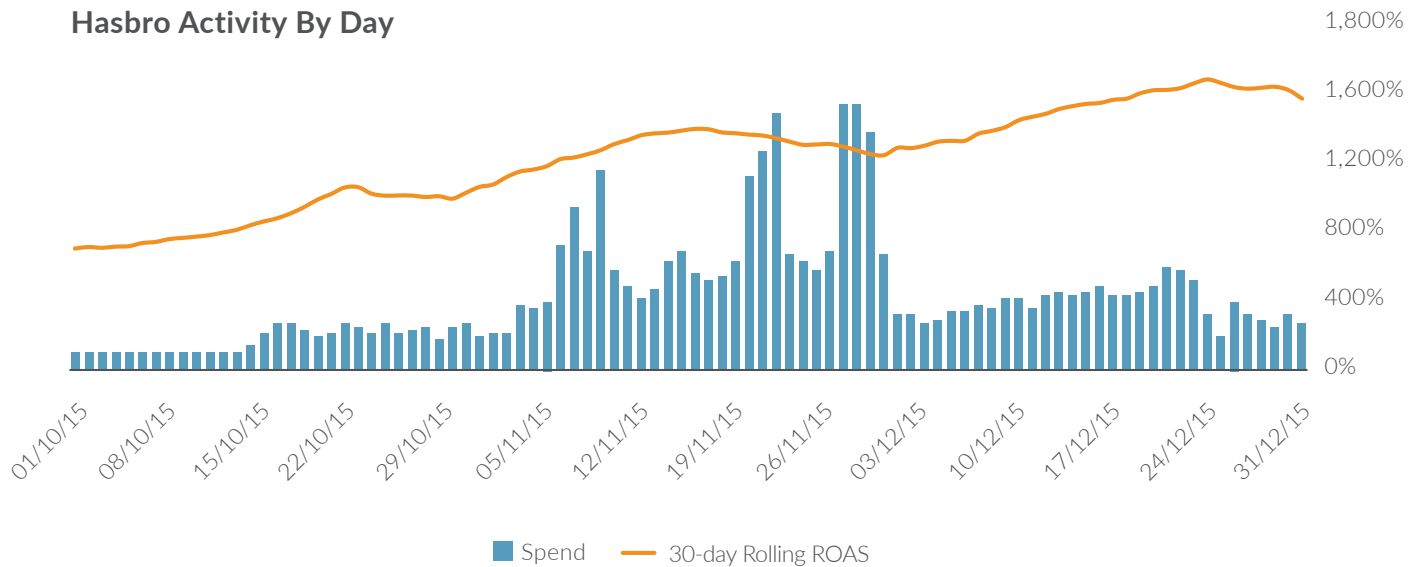


Craig Wilkins

Marketing Director, Hasbro

Strategy

Hasbro partnered with HookLogic and OMD to develop robust product ad campaigns. The account team set up regular optimization meetings to ensure that real-time performance was being addressed, market conditions were incorporated and current business demands were being addressed. HookLogic's Bid Multiplier Controls, which allow accounts to adjust bids by Shopper Target and Placement Type, were critical to Hasbro's overall success. Bid Multipliers were used for Search vs. Browse and Mobile vs. Desktop, depending on the immediate need.



Results

Hasbro saw strong early results with HookLogic. The account team began to incorporate learnings from initial campaigns into ongoing management, adjusting product emphasis, spending levels and placement types. Thanks to these optimisations, ROAS continued to climb, generating the best sales returns against the campaign budget.

Entering the festive season, Hasbro was specifically focused on ensuring a strong share of voice and the ability to promote key products like the Nerf Modulus Blaster and the FurReal Friends StarLily Magical Unicorn. While increased spending does not always correlate with improved return rates, Hasbro saw ROAS climb to well over 1000% during this critical sales season, with the Nerf and FurReal Friends products achieving ROAS of 1700-1800% during these months.

“Being responsive and optimising performance only works if you have the rich data and deep insights that HookLogic provides. In such a fast-paced ecommerce environment, having a partner who brings so much to the table enables us both to better serve the client and ultimately drive sales. HookLogic allows us to provide clear and attributable results, eliminating the guesswork.”



Mohamed Jhummun
Performance Associate
Director, OMD

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