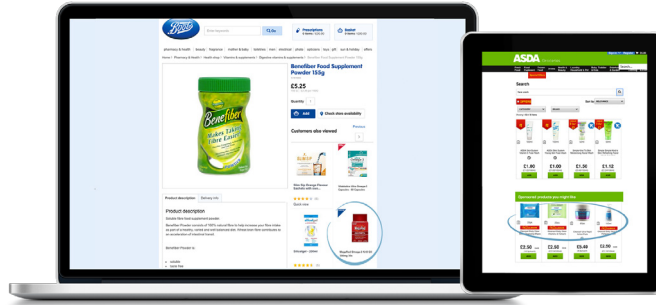


RB Achieves 1600% Return On Ad Spend

With Retail Search Exchange By HookLogic



Results

20 Million
Impressions

+1600%
Return On Ad Spend
(ROAS)

In their first 5-week program, RB generated 20 million impressions, achieving a campaign return on ad spend (ROAS) surpassing 1600%.

Goals

Drive sales of RB products across multiple online retailers

Target shoppers more effectively than other online advertising options

Develop deeper insights into retail media effectiveness and clear return on investment metrics

Strategy

As an innovator in the digital space, RB was very aware of ecommerce being a strategic growth driver of sales and saw a corresponding increase of online sales of its products growing rapidly.

With a broad product portfolio, including Dettol, Air Wick and Vanish amongst others, they needed a solution that could handle scale and was flexible. To accomplish their goals, RB began using Retail Search Exchange, a pay-per-click search advertising solution that drives sales across a network of ecommerce sites like Asda, Argos, Boots and more. With Retail Search Exchange, RB gained:

- Improved product visibility that drove more consideration and sales
- The ability to prioritise strategically desired products to maximise ROI
- A way to surface product innovation effectively to shoppers quickly
- Insight into resulting sales performance
- Enhanced exposure on a network of retail sites

“I consider HookLogic’s solution to be the most exciting retail media opportunity the industry has seen in the past five or so years. The offering is so accountable, showing particular prowess when compared to other paid search opportunities. We have had great success with our trial of HookLogic’s Retail Search Exchange and the whole process has been incredibly well-managed by the team.”

Greg Duce
Head of Channel Development
RB

Want to see what Retail Search Exchange can do for you?
Contact us today or click the button to get started.

Get A Demo Today
+44 (0) 207 268 3970 | hooklogic.co.uk/retail