Recreational Equipment, Inc.

Campaign Highlights

- 245 creative variations, based on Gender, Activity, Weather and Temperature, resulting in 140,588 unique ads
- Average CTR of the campaign was 2.6x the Google benchmark for Apparel industry-related display ads that have been running in the United States from January 2016 to June 2016

About REI

REI is a consumers' cooperative that has been selling outdoor recreation gear and sporting goods since 1938. It's a company that caters to the adventurer in all of us, irrespective of whether you're a rookie just getting your feet wet on the trails or a pro looking for the next big challenge.

Campaign Overview

When you're already one of biggest names in the outdoor sports industry, how do you reach out to more people and get them to leave their couches for the beauty of the great outdoors?

The answer – by talking to people individually and ensuring that REI appeals to their inherent interests and passions. And, finally, by tailoring the communication so that the conversations that REI has with them are not only highly relevant but also add value to their lives.

Jivox

Recreational Equipment, Inc.

For REI, several data signals around users such as Gender, Weather, Affinity towards a particular sport, and Temperature at user's location were used to craft highly personalized ads that appealed to an individual's interests, making them more likely to respond favorably. For instance, if a woman was interested in cycling and lived in an area with cloudy weather, she'd see an ad selling her cycling shoes that can be worn comfortably in that weather.

Campaign Objective

The success of the campaign was measured on two parameters – audience interaction with the ad and the total number of conversions. The campaign resulted in an Interaction Rate (IR) of 4% (2.9 million viewers). Out of the total number of interactions, 7% viewers ended up purchasing an REI product.

Personalization Strategy

Audience Segmentation

The campaign was divided into two target segments – Prospecting and Contextual. Prospecting viewers had not been to REI online sites, but were interested in outdoor sports and thus were classified as REI's target audience. Contextual viewers, on the other hand, were potentials customers who were actively searching the Internet for outdoor sporting equipment and would be easier to convert and push down the sales funnel.

Personalization Triggers

Each display ad was personalized for the target audience and was designed to programmatically show the viewer a product that (s)he would be most likely to purchase.

The following data signals were used to create 245 unique variations across four ad sizes –

Data Trigger	Dynamic Asset
Gender	• Product information in the second frame • Copy in the second frame (if the Product is an Apparel)
Interest	• Image in the first frame • Product information in the second frame
Weather	• Image, copy and animation in the first frame • Weather icon in the second frame as well as the location of the user • Product information in the second frame • Color and layout of the entire ad
Temperature	• Range of temperature determined the product information in the second frame • Temperature at user's location

Leveraging the Jivox Platform

Using Jivox IQ's Content Management System, all ad sizes were mapped to the creative assets. This allowed for greater efficiency as it eliminated the need to individually change assets across all ad sizes.

Jivox

Creative Variations

Prospecting

These ads used Gender, Weather and Temperature to vary the creative messaging.
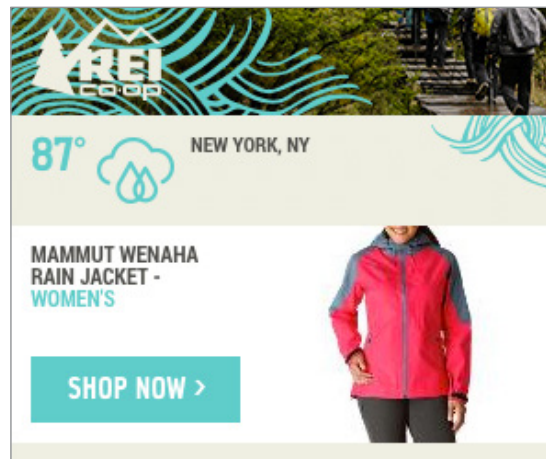
Contextual

These ads used Gender, Weather, Temperature and Interest to vary the creative messaging.
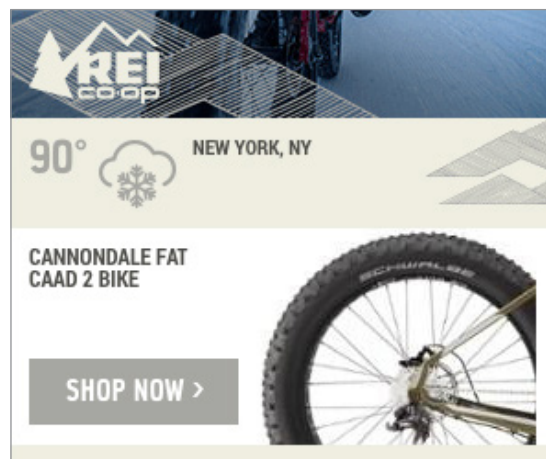
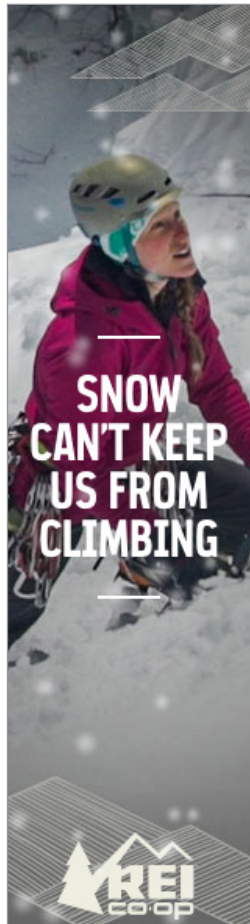IAB Medium Rectangle (300x250)

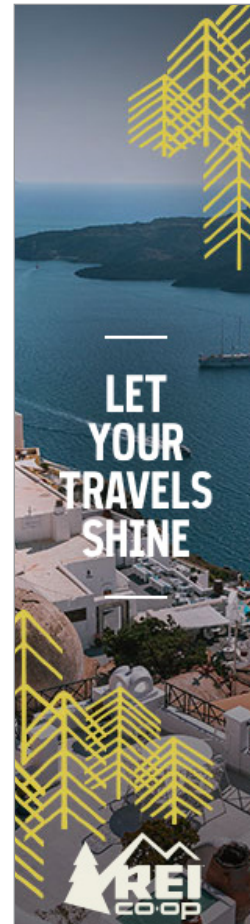*Female / Rainy / Hiking*

Male / Snowy / MTB

Creative Variations

IAB Wide Skyscraper (160x600)
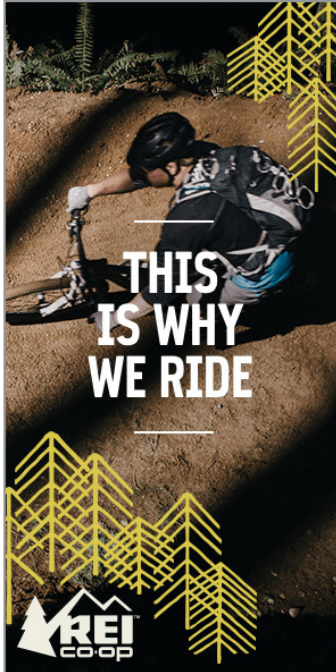

Female / Snowy / Climbing
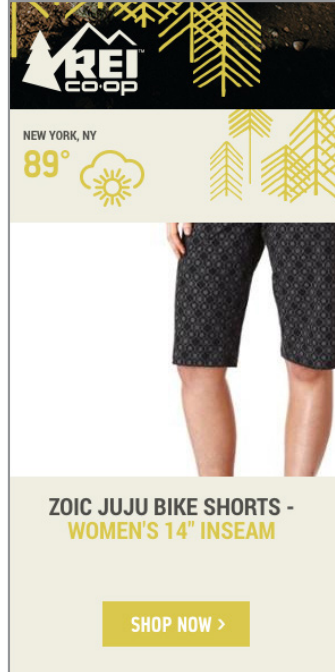

Male / Sunny / Travel

Jivox

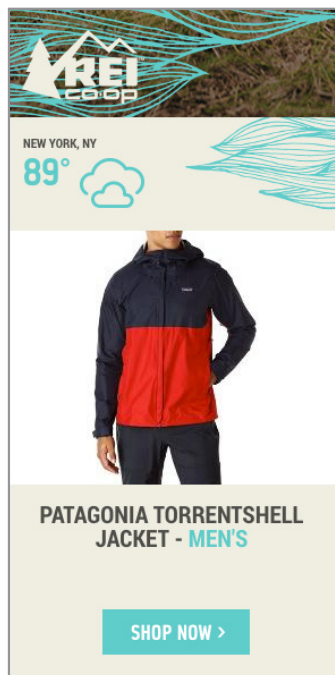# Creative Variations

IAB Half Page (300x600)

Female / Sunny / MTB

Male / Cloudy / Camp

Creative Variations
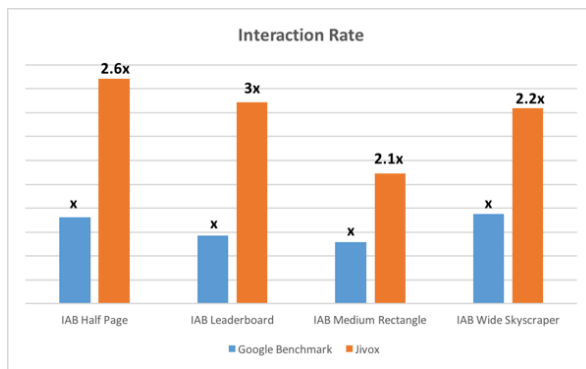
IAB Leaderboard (728x90)

Female / Cloudy / Yoga
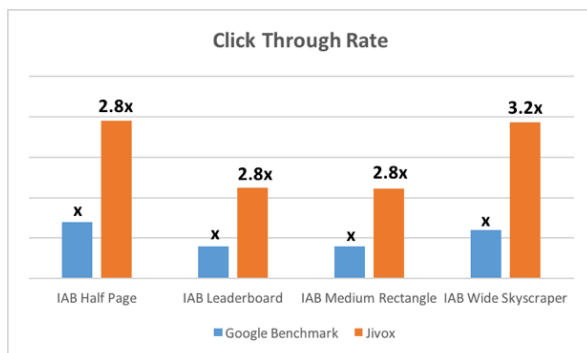

Male / Rainy / Hiking

Campaign Performance Analysis

Interaction Rate

The campaign achieved 2.6X the Google published benchmark for rich media ads. A breakdown of the interaction rate shows significant gains across all ad types.

Interaction Rate

	IAB Half Page	IAB Leaderboard	IAB Medium Rectangle	IAB Wide Skyscraper
Jivox	2.6x	3x	2.1x	2.2x

■ Google Benchmark ■ Jivox

Click-Through Rate

For Click-Throughs, the campaign also achieved 2.6X the performance of Google published benchmarks. A breakdown of the click-through rate shows significant gains across all ad types.

Click Through Rate

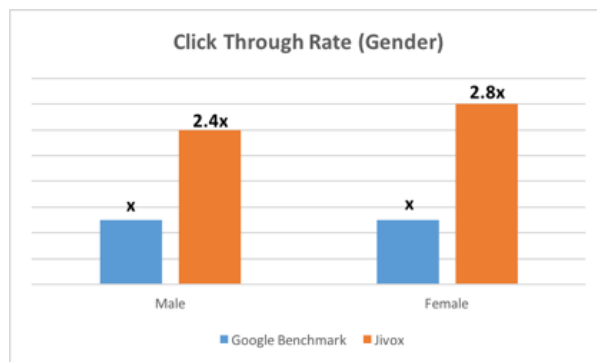|	IAB Half Page	IAB Leaderboard	IAB Medium Rectangle	IAB Wide Skyscraper
Jivox	2.8x	2.8x	2.8x	3.2x

■ Google Benchmark ■ Jivox

Jivox

Trigger Performance Analysis

Gender

- Of the total number of males who interacted with an ad, 7.4% bought an REI product
- Of the total number of females who interacted with an ad, 7.1% bought an REI product

A breakdown of the CTR for male and female audience, with comparison to the overall Google benchmark for display ads is given below.
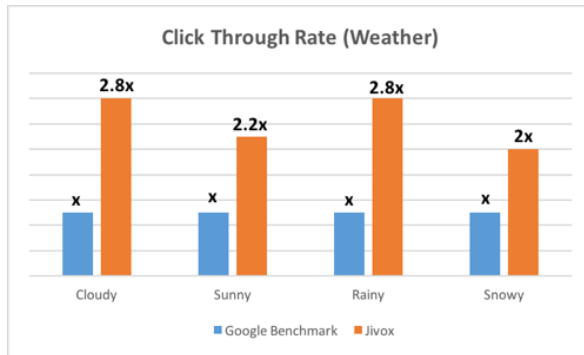

Weather

- 7.6% of all the viewers who interacted with a Cloudy ad bought an REI product
- 7% of all the viewers who interacted with a Sunny ad bought an REI product
- 6.1% of all the viewers who interacted with a Rainy ad bought an REI product
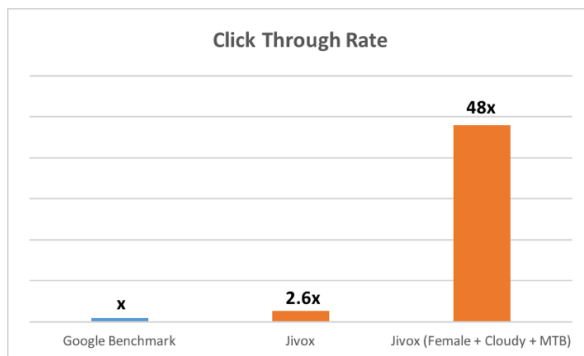- 5.6% of all the viewers who interacted with a Snowy ad bought an REI product

A breakdown of the CTR for weather, with comparison to the overall Google benchmark for display ads, is given below.

Trigger Analysis

Click Through Rate (Weather)

Combining the highest performing triggers, Female and Cloudy, with relevant activities resulted in creatives with a CTR that was well above the norm, even for Jivox.

Click Through Rate

Conclusion

The Jivox IQ Platform blends data-driven insights and creative storytelling to deliver personalized ads that viewers would want to engage with.

For the REI campaign, in order to create the different creative variations, the assets that varied across creative variations (Copy, Image and Product Information) were tagged as 'dynamic'. These dynamic assets were automatically determined and replaced by the Jivox Data Engine so that every viewer saw an ad that catered to his/her interest.

Therefore, by leveraging programmatic creative technology, REI was able able to surpass Google benchmarks when it came to CTR and Interaction Rate. It also convincingly met its goals of improved audience interaction and generating conversions.

Learn More About Jivox

Jivox IQ Platform

▶ Read more about our data driven dynamic ad platform.

▶ See a two-minute video on our platform.

Ad Gallery and Customers

▶ See other Jivox Ad examples

▶ View a list of our partners and customers.

Contact Us

For any questions about this case study or otherwise, please email us at sales-us@jivox.com

Jivox