

 INCREASED ROAS BY  
**350%** REDUCED SPEND BY  
**30%**SUPPRESSED DISPLAY IMPRESSIONS  
SERVED RESULTING IN**2X** ROAS  
improvement

## Ovative Group Empowers a Top Retailer to Discover a 350% Increase in ROAS

Intelligent and people-based A/B testing allowed Ovative Group to help their client realize optimization opportunities and reduce ad spend.

### > The Challenge

While it is assumed that digital channels drive a significant amount of in-store conversions, the challenge of not only measuring total attributable but also incremental revenue has many retailers relying on online sales to estimate the impact of their digital efforts. Online attribution models suggested that this top-ten retailer's display media was driving a large piece of total online revenue, but there was no way for them to measure if this was true at the total enterprise level or if the revenue attributed was in fact incremental.

### > The Solution

LiveRamp and Ovative Group partnered together to provide the retailer with a solution to their measurement problem. A/B testing was designed and implemented for a major display event. The analysis of the test was enabled through the joining of anonymized CRM, online & offline transaction files, and display impression logs via IdentityLink's unique identity resolution capabilities. Ovative Group developed and provided the client with a custom proprietary reporting environment which enabled analysis of the data across a plethora of customer-level attributes to unlock key, actionable insights that would have otherwise gone undetected.

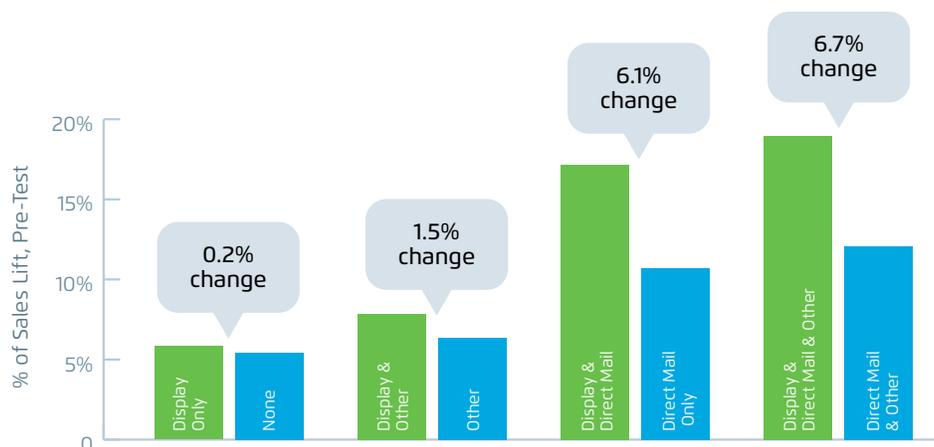
*"Ovative Group's partnership with LiveRamp is an exciting opportunity to move people-based marketing and measurement forward for our clients. The IdentityLink product expands our clients' abilities to reach their enterprise goals."*

Dale Nitschke, CEO,  
Ovative Group

## The Results

While display impressions appeared to achieve incremental sales in each channel combination, they were over 4x more effective when served with direct mail.

Test segments that did not include direct mail had a negative ROAS of \$0.13. Test segments that included direct mail had an average ROAS of \$1.69. This suggested an opportunity to change tactics.



## Takeaways

To optimize its enterprise ROAS, the retailer made it a new best practice to deliver display impressions only to those customers also receiving direct mail. They are now conducting further testing into the incrementality of display when delivered with other digital and traditional channels. Had the media been delivered in accordance with the insights gained during the test the client could have:

- ▲ Realized a 350% increase in ROAS by delivering the best possible media mix to its audience
- ▲ Reduced spend by 30% by capping impression frequencies while minimally affecting sales
- ▲ Discovered that display was driving 6x as much revenue when considering total enterprise sales as opposed to solely online transactions
- ▲ Suppressed display impressions served to the lowest performing audience resulting in a 2x ROAS improvement

## Next Steps

- 1 Incorporate learnings from each test into the expanded program focusing on cost-efficient tactics to achieve the biggest ROAS impact.
- 2 Create additional segmentations utilizing IdentityLink and further test new optimizations.
- 3 Evolve overall program to deliver better targeting and higher return while minimizing cost.