

Case study

Luxury retailer increased ROAS by 10x with DPA

Goal

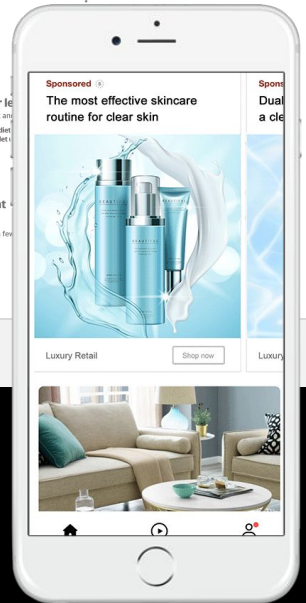
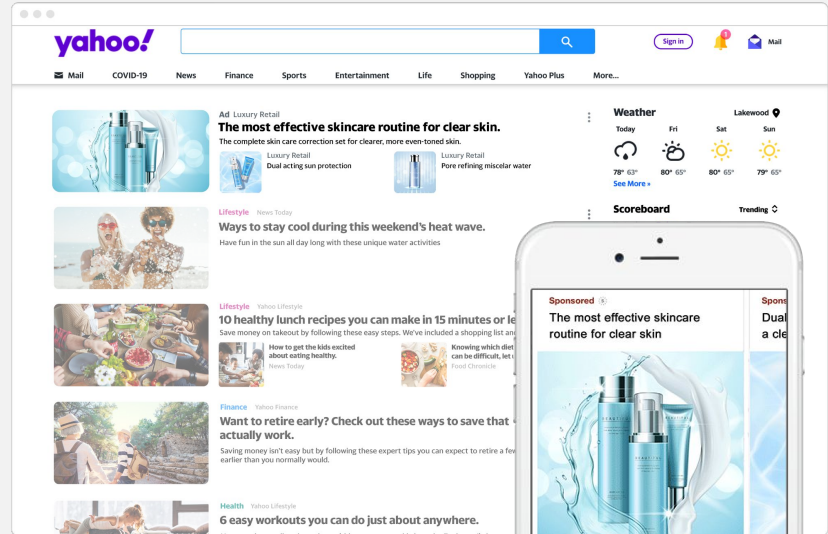
A luxury department store turned to Verizon Media DSP and Feedonomics to drive sales and ROAS.

Solution

- Retargeted customers with eye-catching Dynamic Product Ads (DPA) featuring previously viewed products.
- Optimized bids based on best-selling categories to improve campaign performance.
- Enhanced discovery with Feedonomics' feed management platform by listing and optimizing the retailer's product data.

Results

- DPA saw a **\$7.61 ROAS**, compared to \$0.74 ROAS on display and \$4.23 standard native.
- With this success, the retailer increased ad spend on DPA and native by **177%** from Q1 to Q2 in 2021.



10x
ROAS compared
to display ads.*

80%
higher ROAS
compared to
native ads.*

*Verizon Media, Internal data, April 2021