

# Fortune 500 retailer increases ROAS by 10x with DPA

## Goal

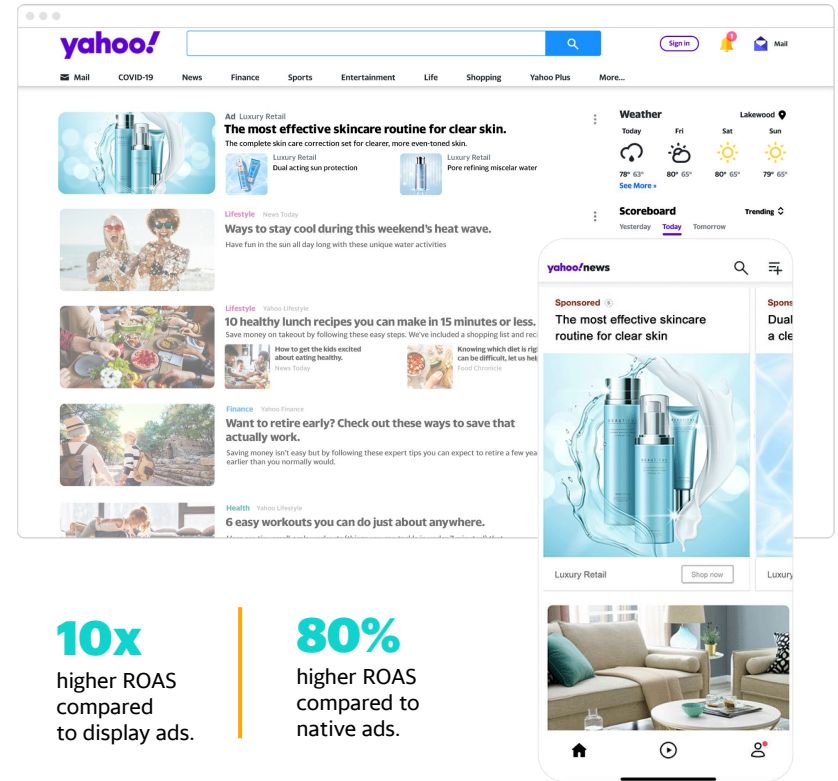
A Fortune 500 retailer turned to Yahoo DSP and Feedonomics to drive sales and ROAS.

## 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 standard 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**  
higher ROAS  
compared  
to display ads.

**80%**  
higher ROAS  
compared to  
native ads.

