

CASE STUDY

Luxury Handbag & Accessory Brand Profitably Acquires New Customers Using CTV



The Situation

A well-known, American, luxury handbag and accessory brand was looking to acquire new customers at an efficient ROAS using connected TV. While connected TV (CTV) is a top channel for increasing brand awareness, successfully driving revenue at an efficient ROAS can be tough for even the most experienced media buyers. This brand turned to our programmatic experts to execute a three-month connected TV test where success would be measured by direct return in revenue.

Opportunity Identified

With the limitations and reputation of advertising with CTV in mind, the ROI team developed a strategy that would balance new customer acquisition and customer retention efforts while delivering efficient revenue performance in both areas. Working with our team, this luxury brand only had to place one media buy and our programmatic experts handled the rest, developing a complex targeting strategy and placing their brand on numerous popular streaming networks like HGTV, Peacock and more.

**Channel:**

Programmatic Advertising

**Focus:**

Connected TV (CTV)

**Industry:**

Luxury Handbags & Accessories

**Goal:**

Profitably acquire new customers

ROI in Action

Our programmatic team's initial goal was to clear a ROAS of 6:1 as measured in the brand's own instance of GA4. To do this, they strategically built a collection of campaigns. Some retargeted website visitors as many brands do with CTV, and others targeted new third-party data segments of viewers that were currently in the market for luxury handbags & apparel. This combined approach would meet ROAS expectations while also heavily focus on new customer acquisition as the brand stated was their initial goal.

Results Achieved

7+:1Overall CTA
ROAS**3+:1**New Customer
Acquisition ROAS**\$147k**Incremental
Revenue Acquired
Over Test Period

By the end of the three-month test flight, the ROI team surpassed the overall goal of a 6:1 ROAS.

The major wins were revealed when the team dug into the prospecting campaign's incrementality reporting. Over the course of the campaigns, the reporting showed between 76.5% and 89% of all revenue from prospecting was fully incremental. This yielded an in-platform incremental ROAS range of 3.12-3.96 for acquiring net new customers.

The above results of the three-month CTV test coupled with our experts' insights around untapped reach in the targeted audiences, indicate that our team could confidently continue to scale spend on this traditionally upper funnel channel while increasing the brand's bottom line and driving significant incremental revenue.