How Macy’s drove mobile and omnichannel growth with Verizon Media

Macy’s is one of America’s most iconic brands, with a long history of innovation throughout the retailer’s 159-year history. The impetus behind all of Macy’s innovation to date? Putting the customer first.

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<th>Goal</th>
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<td>Drive increased return on ad spend for retail campaigns.</td>
<td>Test innovative, native, mobile ad experiences including Dynamic Product Ads, Mobile Moments Ads and Mobile Wallet Ads.</td>
<td>60% increase in Return on Ad Spend, 12% decrease in Cost Per Click</td>
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With the rapid rise of digital commerce, the retail industry has reinvented itself, resulting in unparalleled competition from incumbent department stores to startups alike. To stay at the forefront of this tech renaissance, Macy’s turned to Verizon Media for an innovative mobile approach. Leveraging revolutionary new mobile technologies such as personalized experiences and engaging ad formats, Macy’s is connecting with shoppers in a whole new way.

“Verizon Media’s Moments ad units helps us to seamlessly drive incremental business through the powerful combination of search and native, and in a very customer-centric way. We tap into every customer experience out there because there is a high degree of personalization that comes with native that we are extremely excited about.”

- Karthik Viswanathan, Macy’s Vice President, Search Media
Building mobile connections

It’s estimated that by 2020 half of all retail ecommerce sales will be made on mobile. As users go mobile, the ways in which they consume content, explore products, and make purchases is constantly evolving - and challenging retailers to keep up.

This year, Macy’s continued their partnership with Verizon Media by translating these challenges into opportunities: powering a new mobile strategy and delivering a better shopping experience. The partnership focused on three core areas; personalization, mobile innovation and omnichannel.

Focused on the entire shopping experience, from personalized deals to fun experiences ultimately driving conversions, Macy’s and Verizon Media built and tested new ideas on Verizon Media’s native ad platform, to address the mobile consumer’s changing habits. Here’s how:

**Personalization.** Dynamic Product Ads, the ultimate personalization tool: reminding users of items or recommending items based on shopping history and Verizon Media’s unique data signals.

**Immersive experiences.** Mobile Moments, an immersive ad canvas that helped convey Macy’s overall brand experience using a premium format served in premium context.

**Omnichannel.** Mobile Wallet, highlighting deals that drive foot traffic and appear when users are ready to buy.

**Results**

60% increase in ROAS  12% decrease in CPC

By creating a consumer-first mobile strategy, Macy’s was able to truly connect with shoppers and inspire new brand loyalists.
Case study

Macy’s mobile ad experiences

Contact your Verizon Media representative or visit www.VerizonMedia.com