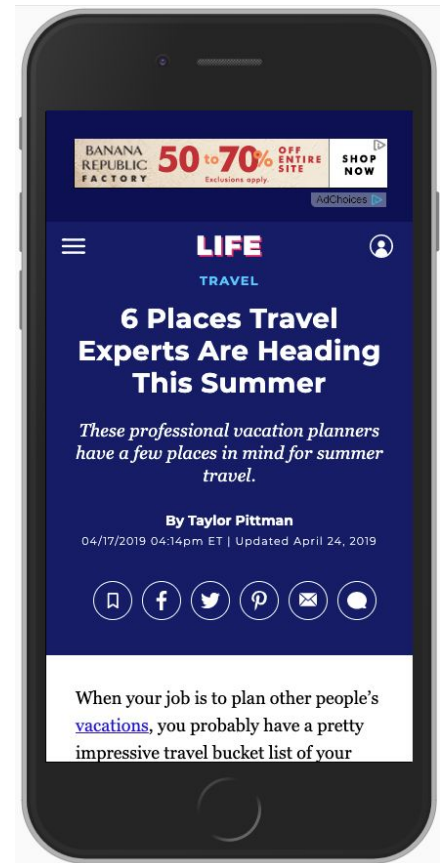


## Case study

# Banana Republic Factory Store drives summertime sales with Verizon Media

Delivering elevated designs at approachable prices, Banana Republic Factory Stores make fashion more accessible to everyday shoppers. The retailer and their agency PMG turned to Verizon Media to drive online awareness during peak summer holidays.



## Goal

- Drive online and in-store traffic and sales

## Solution

- Strong DSP approach around key Holiday flighting (Memorial Day, Summer Tailoring, July 4<sup>th</sup>, and Black Friday in July)
- Connect with existing BRFS audiences such as CRM customers, lapsed buyers and identified purchasers via mail receipt data
- Prospect new customers with Predictive Segments, In-Market Holiday shoppers and Competitor Conquesting via mail purchase receipt

## Results

**+21%**

lift in branded  
BRFS searches

**.41%**

CTR (3x benchmark  
of 0.12%)

**95%**

Viewability

**<\$1**

eCPM



## Case study

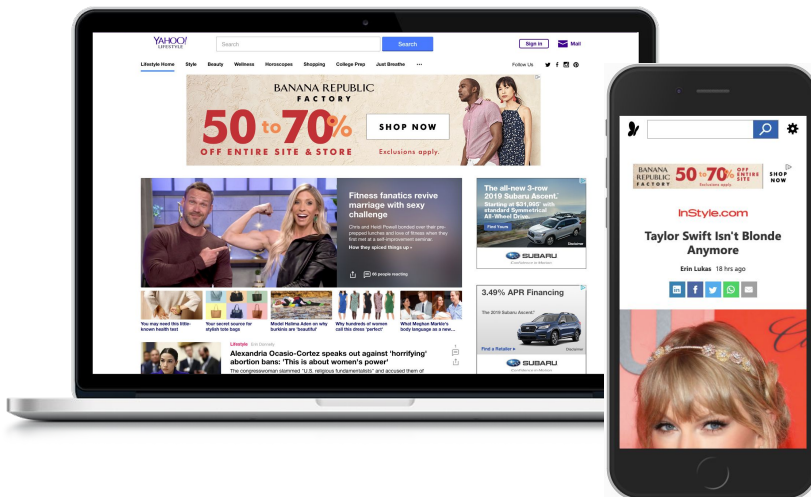
# Transforming online shopping experiences

Banana Republic Factory Store (BRFS) wanted to accelerate growth and online awareness during key summer holidays. BRFS and their agency PMG partnered with Verizon Media to execute a robust DSP ad campaign to engage in-market shoppers across mobile and desktop environments.

## Connecting with the right audience

The campaign precisely targeted new prospects and active browsers using Verizon Media Predictive Audiences. Retargeting strategies reached existing and lapsed BRFS shoppers by leveraging a combination of BRFS' 1st party CRM data and Verizon Media purchase receipt data..

By leveraging DSP flighting to deliver ads across key dates, BRFS was able to reach new and existing customers, and convert competitor shoppers by creatively showcasing their big summer sales. Delivering a portfolio of ad units, the campaign efficiently drove performance and increased ROAS.



“**Verizon Media provides the competitive point of difference for our digital marketing strategy. Leveraging personalized data and in-depth predictive models, we can find the right shoppers and connect across every touchpoint.**”

— BRFS / PMG client

