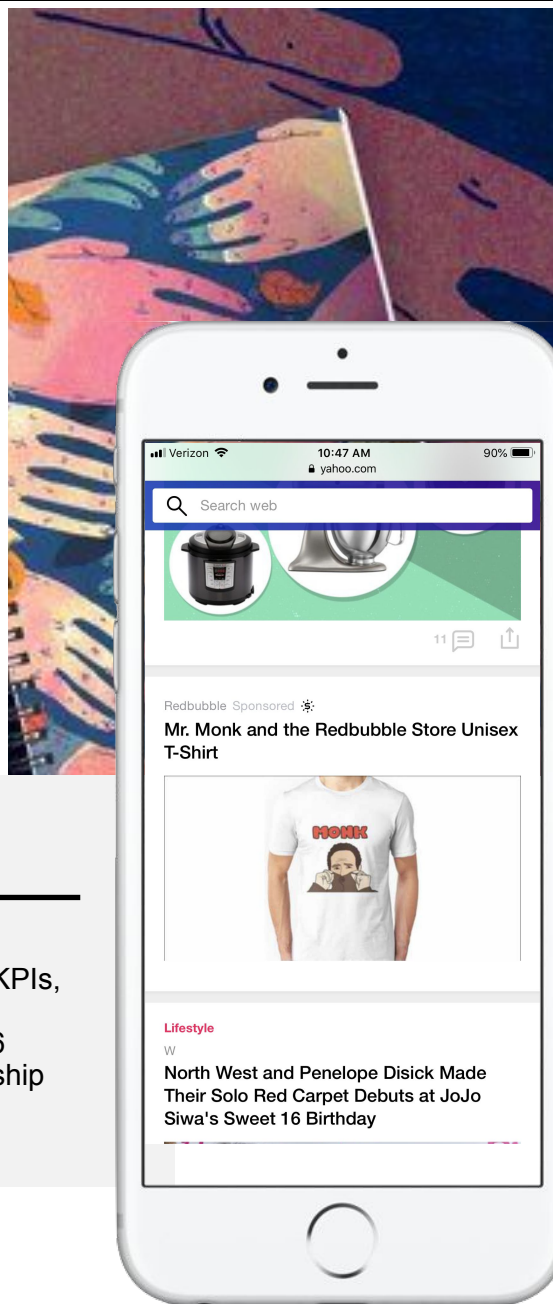


Case study

Redbubble engages art fans with Verizon Media

Redbubble empowers over 700,000 independent artists and designers to sell their creations by connecting them with millions of passionate consumers. To increase reach and performance among new and returning customers, Redbubble turned to Verizon Media to boost their digital strategy.



Goal

Drive conversions among new and returning customers through smart native placements

Solution

Engage interested audiences at scale through retargeting and prospecting Feed Ad Solutions

Results

Consistently outperformed KPIs, achieving 5X ROAS over a 6 month partnership

Leveraging Feed Ad Solutions, the team used pixel-based retargeting to maintain and grow sales within their current customer base through seamless native ad placements. Additionally, they identified and targeted new, interested users through Verizon Media's proprietary first party data to increase their strong fan base. The evergreen campaign consistently surpassed benchmarks and delivered 5X ROAS - proving that when art meets technology, it can be a powerful partnership.

Verizon Media helped us drive our mission of connecting passionate fans with the artists they love by engaging the right audiences, at scale."

— Isaac Pastrana, Head of Performance Marketing, Redbubble