9thCO are experts at digital design, Internet marketing, and web development with over 18 years of success.

Book Outlet caters to booklovers who want to be enriched, educated and entertained, but who also love a good bargain! Bibliophiles will find a wide, varied and diverse selection of hidden treasures in new condition and at fantastic prices. Over 90,000 titles are available online at read-iculously low prices.

The goal was to achieve an eCPA of $25 with the dynamic native retargeting campaign.

9thCO decided to put dynamic native retargeting to work based on the vast inventory available from Book Outlet. In rotation were eight creatives, dynamically replacing the image with the relevant book cover, the headline with a CTA referencing the book title, and the body including the impressively low price.

The ads were highly personalized to retarget the visitor and entice a conversion.

The goal was to achieve an eCPA of $25 with the dynamic native retargeting campaign.

— Justin Cook
President of Internet Marketing, 9thCO

The ability to dynamically change the components on the ad based on what a visitor to our website was searching for brought a personal connection to the potential customer, that was far less intrusive and much more appealing than a standard display ad.

— Bill Van Vliet
Chief Information Officer Book Outlet

Leveraging the effectiveness of dynamic native retargeting for eCommerce, 9thCO was able to achieve 3.32x ROAS and 27% better eCPA than the desired campaign goal.

Contact your StackAdapt Representative to get started.

500 - 210 King St. East, Toronto ON M5A 1J7
info@stackadapt.com
stackadapt.com