9thCO, a conversion optimization company in Toronto, 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 Client

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 Agency

9thCO

The Client

The Client

Goal

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Execution

9thCO ran site-wide native and dynamic native retargeting campaigns to showcase the best selections and value for its client, Book Outlet.

Result

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.