

KRISSHOP

Retailer KrisShop Triples Online Sales in One Month with Outbrain

Vertical
Retail

Objective
Sales

Product
Conversion Bid Strategy

Overview

KrisShop is Singapore Airlines' omni-channel retailer that has both an in-flight and online presence, offering extensive product selections ranging from cosmetics and fragrance to electronics and exclusive co-branded items.

Seeking a channel outside of search and social, KrisShop partnered with Outbrain with the goal to increase online sales. Tapping into Outbrain's recommendation technology and delivering campaigns across top media owners in Singapore KrisShop was able to effectively deliver on its lower-funnel, performance KPIs.

Solution

KrisShop collaborated closely with its Outbrain account manager to come up with a winning formula. The company leveraged Outbrain's Conversion Bid Strategy tool to maximize conversion points on its site; namely, add-to-cart and checkout actions. KrisShop also retargeted users who had not completed the purchase process back to its site. With this feature adoption and a constant stream of high quality creatives, the campaign was successful at encouraging KrisShop audiences to complete their online shopping experience.



KrisShop's Biggest Mega Deals Are Back!

Sponsored by KrisShop

Results

With Outbrain, the number of online sales tripled after just one month, as the campaign efficiently scaled the number of conversions at an optimized CPA. Moreover, Outbrain demonstrated the importance of leveraging top publisher partnerships and provided guidance for effective creatives.

3x

Online sales

-48%

CPA vs. target

“Outbrain has been an excellent partner in helping us scale our online sales for KrisShop. The Conversion Bid Strategy feature works – optimization is automated and boosts campaign results easily over time. Also, our dedicated Account Manager makes it easy by staying in close communication and recommending new strategies for the campaign to perform even better month by month. We’re excited to introduce Outbrain to more clients and help them scale campaigns to higher levels.”

Ben Tan, Head of Digital Marketing & Sales, KrisShop