CASE STUDY:

HOW A HOME DECOR E-TAILER REDUCED ITS ACQUISITION COST BY 50%

ONE KINGS LANE

Solution:
- Outbrain Amplify
- Custom Audiences

Vertical:
- E-Commerce

KPI of Campaign:
- Conversions

Key Themes:
- Re-engaging users with content recommendations and drive sales

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Overview: One Kings Lane is a leading online home decor retailer, offering top-brand, designer, and vintage items consumers won't find anywhere else. In 2015, One Kings Lane enhanced its content marketing efforts by promoting their Style Guide, an online magazine providing style inspiration from home decor experts in a rich digital storytelling format.
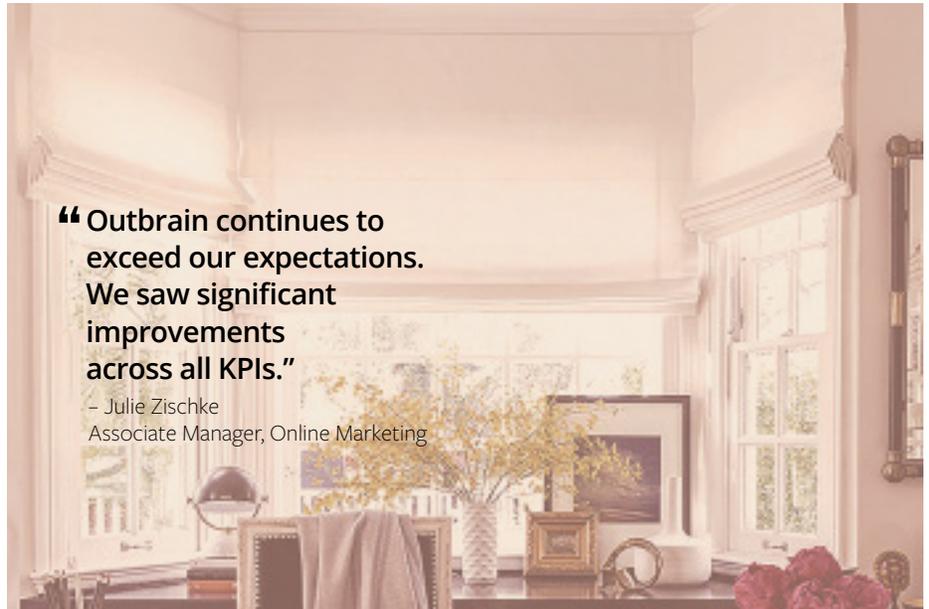
> " Outbrain continues to exceed our expectations. We saw significant improvements across all KPIs."
>
> – Julie Zischke
> Associate Manager, Online Marketing

Challenge: As a business, One Kings Lane seeks to optimize the performance of every dollar they spend on advertising. They must spend their advertising dollars effectively by ensuring they target the right audience – those most likely to purchase their home decor offerings.

Results: Using Outbrain's Custom Audiences feature, One Kings Lane was able to drive significant performance improvements through their content. Compared to previous campaigns not using Custom Audiences, this campaign reduced cost per acquisition by 50%, achieved a 4x increase in the conversion rate and increased the click-through rate by 1.5x.

AFTER USING
CUSTOM AUDIENCES:

| **50%**	**4X**	**1.5X**
DECREASE IN CPA	INCREASE IN CONVERSION RATE	INCREASE IN CTR

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Solution:

To increase its ad spend efficiency, One Kings Lane uses Custom Audiences to specifically target users who had already expressed interest in the brand by having visited onekingslane.com. These users then receive content recommendations from One Kings Lane across sites like *Vogue*, *New York Post* and *Apartment Therapy*.

One Kings Lane continually refreshes their promoted content selections to ensure this target group receives exposure to the full array of home decor offerings on hand. These articles typically provide advice on how to replicate the home decor of best-in-class designers like Kelly Wearstler.

How It Worked:
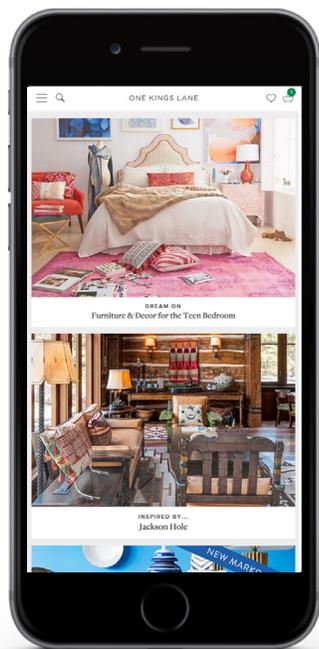
Visitor browses brand's website.
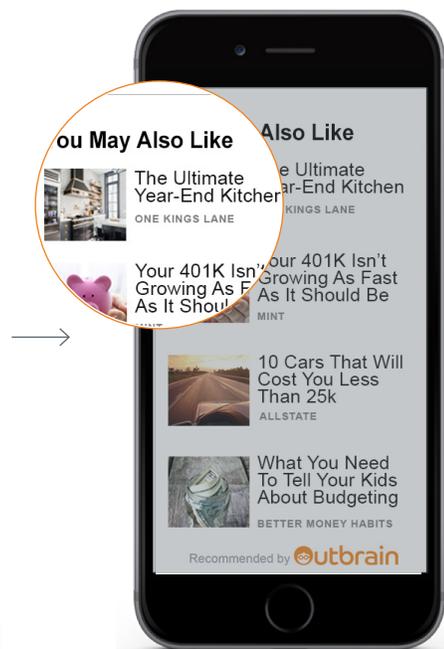
Visitor is then served with brand's recommendations across the Outbrain network.
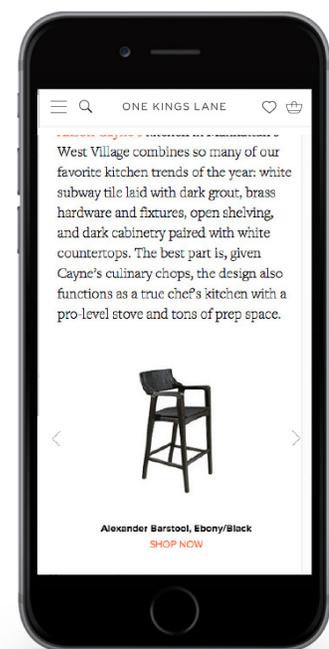
Visitor re-engages with the brand website and makes a purchase.

For more information on how Outbrain's Custom Audiences can improve your marketing, visit outbrain.com/amplify-for-brands or contact your sales representative.