



CASE STUDY

CBR achieves 66% more sales through retargeting during Black Friday Weekend



CBR
FASHION
GROUP

Objective

- Increase in Sales

Product

- Outbrain Amplify
- Custom Audiences

Overview

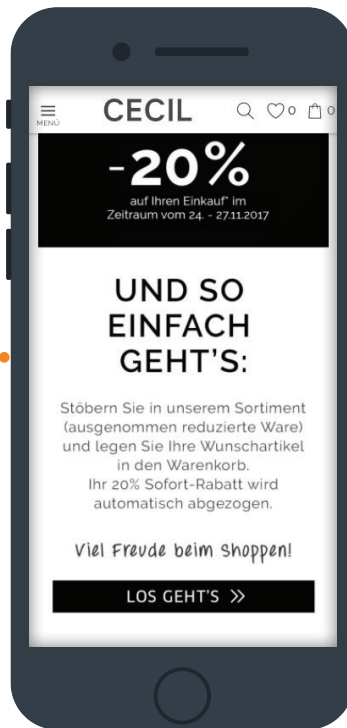
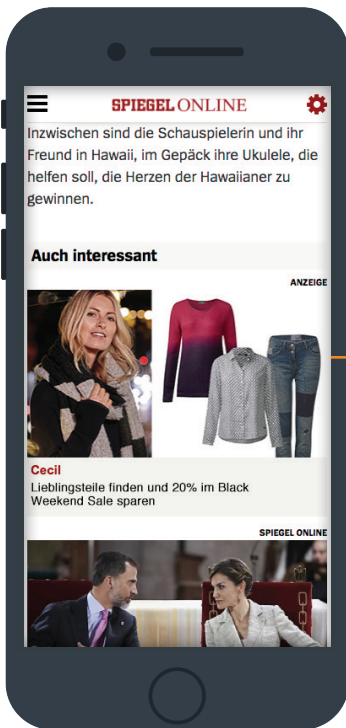
Owner of brands Street One and CECIL, the CBR Fashion Group is one of the top five suppliers of women fashion in Germany. Founded in 1980, the company is active in 19 countries across Europe. CBR eCommerce is responsible for the online marketing of the aforementioned brands. For many e-commerce companies, the days surrounding Black Friday are often marked by the highest turnover of the year. Due to the high sales potential coupled with high advertising pressure, it is crucial that in the midst of abundant discount offers, brands reach customers as efficiently as possible to secure sales.

Using Outbrain's premium publisher network, CBR Fashion Group targeted users interested in fashion content to spark interest in their brands and direct traffic to their websites. A month before the decisive weekend, CBR retargeted online visitors from Street One and Cecil's websites with Outbrain's Custom Audiences Retargeting. During the Black Friday weekend, these users were targeted with specific sales campaigns to drive increased sales. Compared to Display, the conversion rate (=Sales) for CECIL's online store increased by 66%. The higher conversion rate and the reduced eCPC ultimately improved both brands' cost/revenue ratio by 65% (Street One) and 43% (CECIL) respectively. Given the successful performance on Black Friday Weekend, more sales campaigns were advertised via Outbrain's platform on holiday weekends.



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Results



"For the fashion industry, Black Friday Weekend marks a time of high turnover. Therefore, it is important to choose the right marketing strategy, to achieve real conversions. The combination of Outbrain's attention-grabbing native formats and excellent targeting and retargeting with Custom Audiences, produced the best conversion rate compared to all other channels. With Custom Audiences, we were able to increase awareness before the big day and continue to drive the Black Weekend audience through the sales funnel very efficiently."

Laura Nienaber,
Junior Marketing Manager at CBR

+66%
Increased conversion rate vs. display

-65%
Reduction of cost / sales ratio

29%
Minimum Cost / sales ratio

-37%
Lower eCPC vs. social (-23% vs. display)