

Marc O'Polo Achieves Outstanding ROAS of 1500% with Retargeting Campaign on Outbrain

Vertical	Goal	Products
Fashion	Conversions	Standard Smartad Custom Audiences Retargeting Conversion Bid Strategy

Overview

Marc O'Polo was founded in Stockholm in 1967 and is one of the leading casual lifestyle brands in the premium segment. The brand is known for its high-quality, natural materials and a blend of Scandinavian and modern casual designs. Marc O'Polo collections are available in more than 37 countries and in 2,000 flagship and partner stores.

To draw the attention of as many customers as possible towards its online store, Marc O'Polo used Outbrain's native ad experience Standard Smartad and achieved excellent results.

Solution

In collaboration with Outbrain's local account management, the Marc O'Polo team leveraged a number of Standard Smartads to match and address the different preferences of their target audiences. At the core of the campaign was identifying interested users across the Outbrain network and drawing their attention to Marc O'Polo's offers in the online store.

To generate as many conversions as possible within the set budget, Marc O'Polo deployed Outbrain's Conversion Bid Strategy tool. The mode selected automatically adjusted bids to target the audience most likely to convert, thereby eliminating the need for manual adjustments.

The combination of Outbrain's optimization technology, targeting capabilities, and engaging ad formats resulted in a particularly efficient campaign with great results.



Results

Marc O'Polo was able to successfully engage target audiences and lead them to the desired action. Over the course of a few months, Marc O'Polo achieved a return-on-ad-spend of up to 1500%, significantly increasing its revenue.

1500%

ROAS on mobile for men's campaign

484%

ROAS on desktop for women's campaign



Outbrain is a key partner for us in diversifying our marketing strategy and continues to match expectations with outstanding results. We are very satisfied with the collaboration and continually see significant performance and sales increases thanks to Outbrain. Achieving a ROAS of well over 1000% is a great achievement in the highly competitive e-commerce world. Therefore, we plan to test more native advertising solutions from Outbrain in the future and further expand our cooperation."

- Paul Maier, Senior Performance Marketing Manager, Marc O'Polo