



YellowKorner is a French art photography publishing house.



Global CPA was
25%
lower thanks to DPAs



DPA generated
41%
of retargeting conversions with only 1/3 of budget spent - resulting in a fantastic ROI



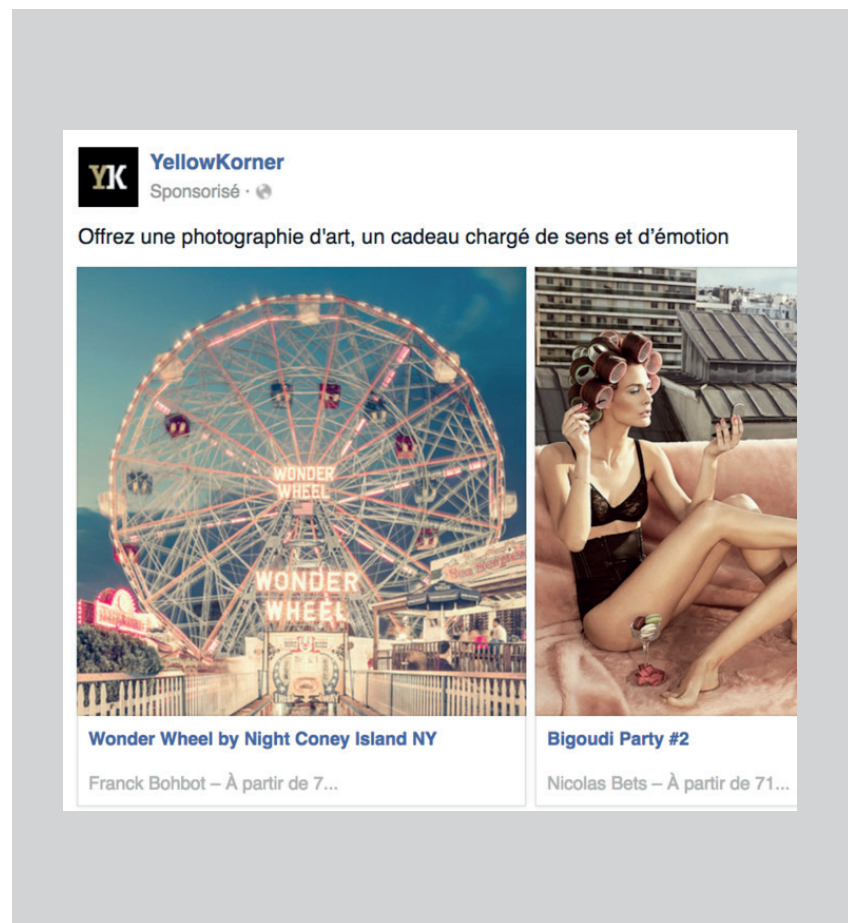
Custom Audience CPA
50%
less DPA CPA than Website

Goal

- Ramp up sales while obtaining the lowest possible CPA in order to maximize ROI.

Campaign highlights

- In December 2015, to boost Christmas sales, YellowKorner joined forces with MakeMeReach to retarget people who had visited the website but had not made any purchases. YellowKorner chose MakeMeReach to fully manage its campaign.
- The strategy included:
 - **Website Custom Audiences:** Carrousel ads showcasing best-selling products were displayed to people who had previously visited YellowKorner's website.
 - **Dynamic Product Ads:** DPAs allowed YellowKorner to automatically show people specific products they had just viewed on YellowKorner's website but did not purchase.



Benoît Courtade, Head of Digital Marketing at YellowKorner

"Increasing commercial motivation with multiple suggestions through carrousels increased engagement and generated traffic especially in our remarketing campaigns. With DPA, personalization brought relevancy and, as a consequence, efficiency. With MakeMeReach, fully-leveraging these features in time for Christmas proved to be quite a success."