

Data activation for media
customization purposes

Case Study - Photobox

Tradelab/EULERIAN



Case Study

Identification of Photobox's audiences in order to offer prospects and clients a customized and contextualized media experience, with a better control of message repetition.



#1

CONTEXT AND CHALLENGES

Photobox is the European leader of personalized photo products, offering their clients more than 600 references: albums, calendars, printing...

For Photobox, data hold a privileged place in their digital marketing strategy, and the company makes use of media intelligence to propose their clients customized and adapted offers.

PHOTOBOX'S 4 BIG CHALLENGES



- 1** Make use of all the interactions between a user and a brand for media purposes.
- 2** Use of 2nd-party data to feed their marketing campaigns with information coming from a website on maternity and early childhood.
- 3** Campaign contextualization and customization.
- 4** Improvement and enhancement of their clients.

#2

SOLUTION

Thanks to the synergies of two AdTech French companies – EULERIAN and Tradelab – Photobox has implemented a 100% data-driven marketing strategy through 4 media plans, meeting specific objectives according to the user's position in the conversion tunnel.



1	DIGITAL STRATEGY	
Objectives	Marketing strategy	Media plan
Unknown visitors acquisition Known visitors loyalty-building	2nd-party audience activation thanks to data sharing, deduplication, and segmentation	Creation of 4 segments according to: <ul style="list-style-type: none"> • Status: client/prospect • CRM data: young/future mom
		Display campaign with messages adapted to each segment
Decrease of conversion delays Minimization of the churn rate	DNO users awareness - users not opening emailing from CRM	Segment creation: inactive clients (moved into “prospects” category) who do not open their emails
		Display campaigns with aggressive promotional offers
Adaptation to clients' needs	Retargeting according to the visited product and offer of an alternative product	Creation of 4 segments according to: <ul style="list-style-type: none"> • Membership • Visited product category
		Display campaign shared 7 days after a photo album or 2 days after other products with an alternative product
Decrease of number of users leaving after starting a cart	Targeting of users who left	Creation of 3 segments according to the progress of the creation process and the date they left
		Display campaign offering free shipping and adapting the message according to how far in their process they went

A close-up photograph of a person's hands holding a vintage camera. The camera has a silver body and a brown leather strap. The background is a soft, out-of-focus blue and white, suggesting an outdoor setting. The overall tone is bright and artistic.

2

CAMPAIGN ANATOMY

In order to implement their innovative marketing strategy, Photobox makes use of EULERIAN' Data Management Platform (DMP) and Tradelab's programmatic buying platform.



Xavier SURAUD, Head of Display at Photobox says :

“As part of Photobox’s DNA, personalization is at the heart of our display strategy, as it is intrinsically linked to our product offer. The promotion of highly emotive products should be illustrated in perfect harmony to the target audience. This objective is facilitated by the technical structure of a DMP plus a robust and personalized buying platform.”



The role of EULERIAN' DMP.

“All ad-centric and CRM-centric data of Photobox are collected by EULERIAN' DMP in real time.”

EULERIAN' DMP plays a key role in several steps of the campaign:

①

Collection of all real-time interactions between a user and the label

All ad-centric, site-centric and CRM-centric data of Photobox are collected by EULERIAN' DMP in real time. Organized around the user, and regardless the device or channel they used, thanks to this information one can get a global vision of the conversion tunnel.



②

2nd-party data centralization

Data coming from a maternity and early childhood website – CRM data: young mom or future mom – are integrated into the DMP and compared to other collected data.

④

Data sending

EULERIAN sets up a cookie-matching with Tradelab's buying platform allowing the activation of audience segments in real time through a server-to-server connection.

③

Segment creation in the DMP

Photobox created 12 segments in the DMP according to different collected data:

- Recency of the last visit
- Email opening
- Affinity to the product
- Status
- CRM
- Progress in Photobox's creative process
- Transactional data

⑤

Performance analysis and attribution

Thanks to EULERIAN, Photobox has been able to evaluate the impact of their campaigns and to compare the profitability of each segment through the cross-device.

Photobox has also been able to analyze all their metrics (traffic, sales, profitability, etc.) according to their own particular attribution model.

The role of Tradelab's programmatic platform

*“Removal of
media silos to
obtain a qualified
and granular
audience”*

Making an intelligent use
of the audience segments
created in the DMP in
order to adapt in real
time the media spreading
according to users' profiles



①

Media customization through clients' knowledge

Make use of the segments created by EULERIAN to reach Photobox's audience with a message adapted to each client's position in the conversion tunnel, and optimize the approach according to the results.

②

Client knowledge

User-centric analysis of the different types of population to get to know the most engaged Photobox's audience in depth.

Measurement of the ads dedicated to each segment in order to evaluate users' progression from one segment to the other.

③

Smart optimization

Frequency capping, repetition and bidding adapted to the first interaction between a user and Photobox (or between a user and a partner) – the recency of the "efficiency media" display and the recency of visits are real-time adapted.

④

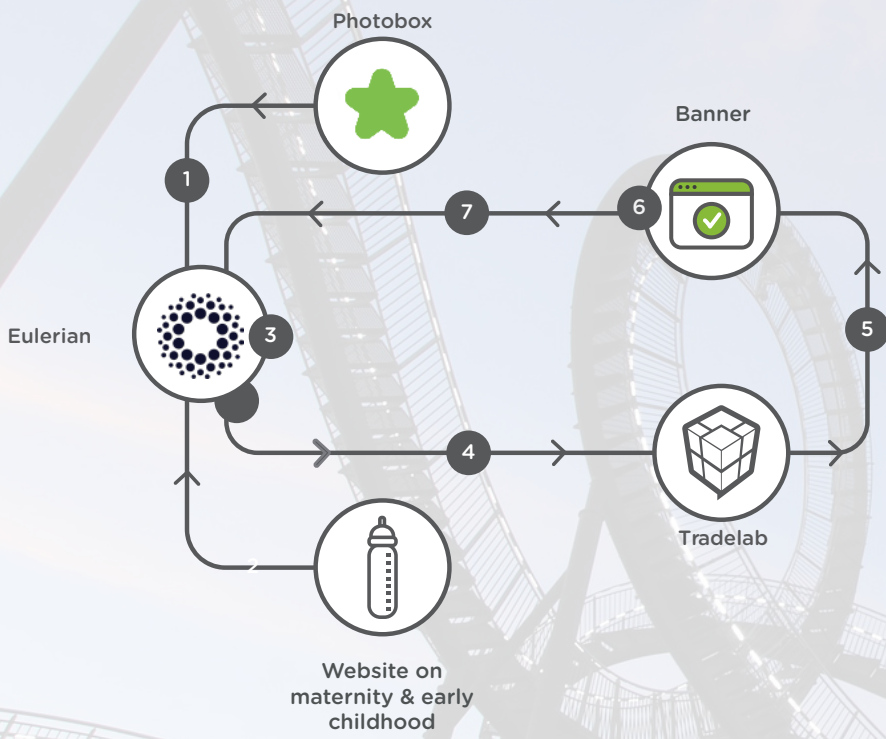
KPIs adapted in real time

KPIs specifically created per segment for an intelligent use in a case by case basis – engaged client, member, new client, second purchase, purchase...

3

STRUCTURE PLAN

- ① Ad-centric, site-centric and CRM-centric data collection
- ② 2nd-party data retrieve
- ③ Segment creation in Eulerian's platform
- ④ Segment sharing to Tradelab
- ⑤ Marketing scenario creation
- ⑥ Campaign spreading
- ⑦ Tracking and analysis





RESULTS AND LESSONS

RESULTS :

- **12 segments** and an equal amount of marketing scenarios created.
- Performance increase of **60%** on media purchases through 2nd-party data vs. no data.
- Global performance increase of **55%** on DNO prospects vs. engaged retargeting.
- Performance increase of **300%** on the target audience (vs. no data) and shortened conversion delay.

LESSONS :

No segment was deactivated, but adapted to the recency of the display according to the conversion delay.



GO FURTHER

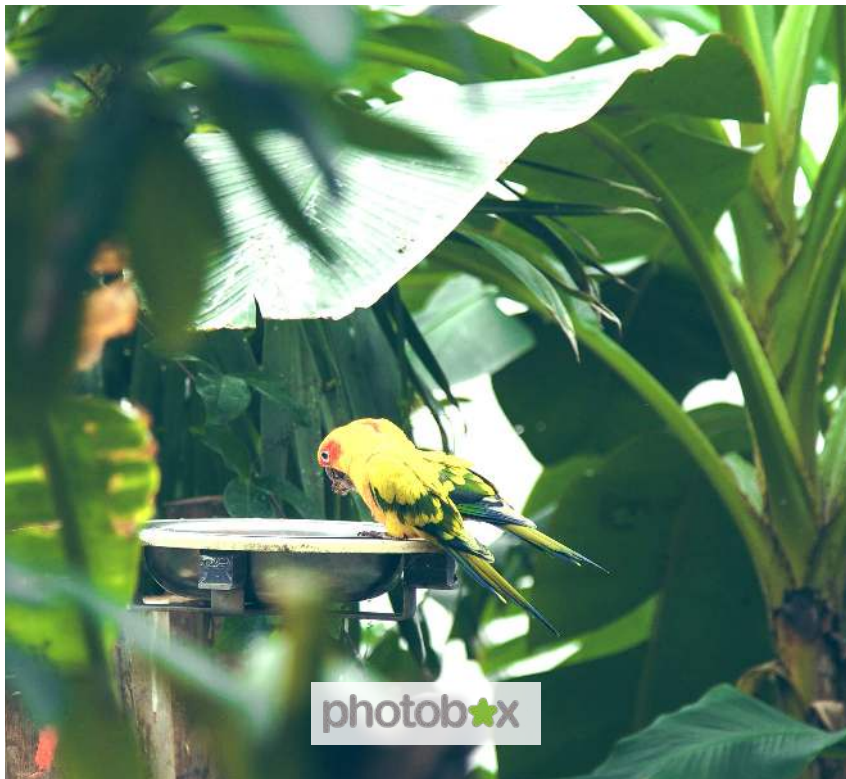
Real post-view integration

Going further the traditional post view, the real post view only takes into account the real views of the ad according to the advertiser's criteria. This allows us to get a truly deduplicated funnel.

Customization on post-views via AB Tasty

Customization of the landing page in real time taking into account the real impressions and not only the clicks.

Notes



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