

# 9thCO Drives READ-ICULOUSLY Amazing Return on Ad Spend With Book Lovers!

9thCO ran site-wide native and dynamic native retargeting campaigns to showcase the best selections and value for its client, Book Outlet.



**3.32x**

ROAS on dynamic native retargeting campaign.



**27%**

Better eCPA than the desired campaign goal.



**50%**

Of the flight required to achieve campaign goal, due to exceptional performance.



As the best seller in bargain books, with an impressive breadth and depth of inventory, we thought that a dynamic native retargeting campaign would work well for Book Outlet's price-conscious consumer. By personalizing the ad creatives, we were able to achieve impressive ROAS and a lower cost per acquisition goal than expected.

— Justin Cook

President of Internet Marketing, 9thCO

## The Agency



9thCO, a conversion optimization company in Toronto, are experts at digital design, Internet marketing, and web development with over 18 years of success.

## The Client



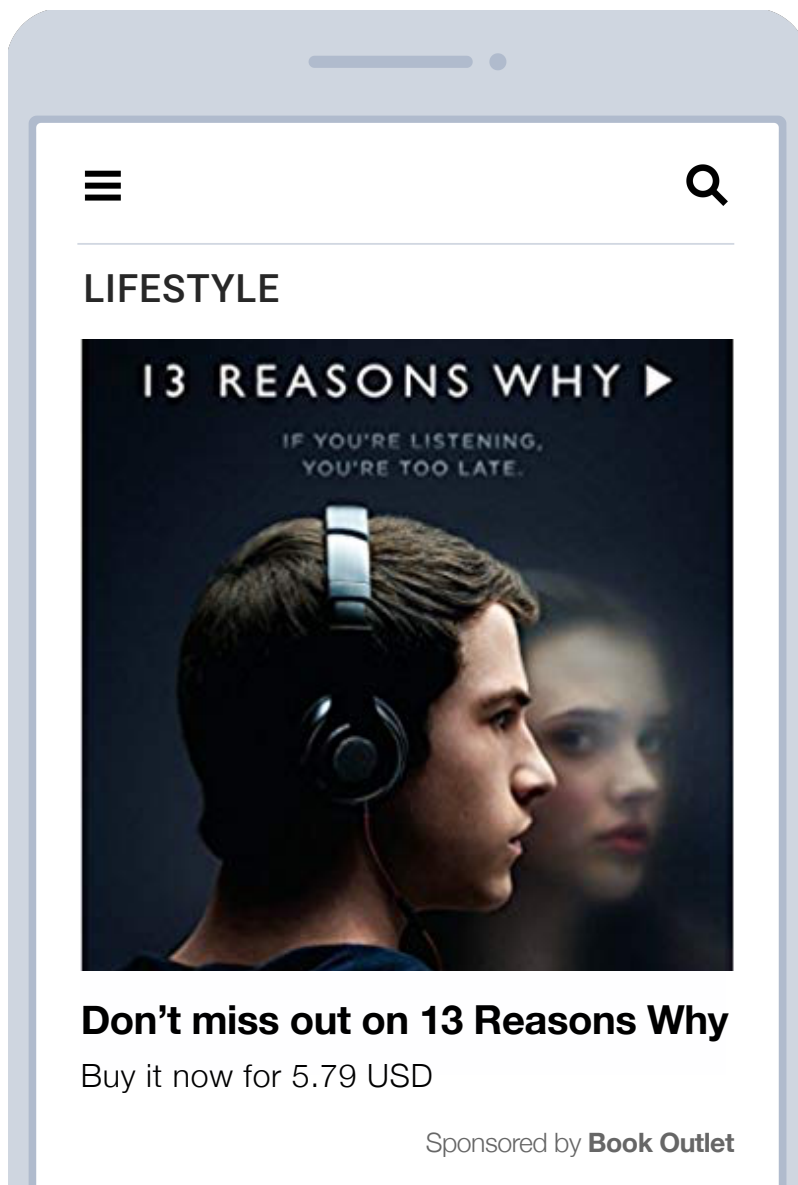
Book Outlet caters to booklovers who want to be enriched, educated and entertained, but who also love a good bargain! Bibliophiles will find a wide, varied and diverse selection of hidden treasures in new condition and at fantastic prices. Over 90,000 titles are available online at read-iculously low prices.

## Goal

The goal was to achieve an eCPA of \$25 with the dynamic native retargeting campaign.

## Execution

9thCO decided to put dynamic native retargeting to work based on the vast inventory available from Book Outlet. In rotation were eight creatives, dynamically replacing the image with the relevant book cover, the headline with a CTA referencing the book title, and the body including the impressively low price. The ads were highly personalized to retarget the visitor and entice a conversion.



The ability to dynamically change the components on the ad based on what a visitor to our website was searching brought a personal connection to the potential customer, that was far less intrusive and much more appealing than a standard display ad.

— Bill Van Vliet

Chief Information Officer Book Outlet

## Result

Leveraging the effectiveness of dynamic native retargeting for eCommerce, 9thCO was able to achieve 3.32x ROAS and 27% better eCPA than the desired campaign goal.