

# Programmatic Drives 11x Increase in Conversions For National Sport & Recreation Retailer

## OVERVIEW

A leading sport and recreation retailer partnered with Postmedia to improve both online and in-store sales. The brand was focused on increasing purchase conversions while lowering cost per purchase, requiring a solution that could deliver performance at scale.

## APPROACH

Postmedia designed a tailored programmatic display campaign that leveraged precision targeting across every stage of the customer journey. Custom creatives were developed to engage specific audience segments — from competitor and lookalike audiences, to cart abandoners, past purchasers, and site visitors. Retargeting ensured the brand stayed top-of-mind with high-intent shoppers, while ongoing optimization and real-time insights maximized campaign efficiency.

## CONCLUSION

The programmatic campaign exceeded expectations, delivering measurable business impact. Over six months, purchase conversions surged by more than eleven times — climbing from 508 to 5,762. At the same time, cost efficiency improved dramatically, with cost per purchase dropping 47% from \$19.68 to \$10.41. These performance gains translated directly to the bottom line, driving \$205,000 in return on ad spend. By aligning precision targeting with tailored creative and optimization, Postmedia helped the retailer achieve both growth and efficiency in a highly competitive retail category.

# 11x

INCREASE IN PURCHASE  
CONVERSIONS

508 → 5,762 conversions in 6 months

# 47%

DECREASE IN COST PER  
PURCHASE

\$19.68 → \$10.41

# \$205K

RETURN ON AD SPEND

