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

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