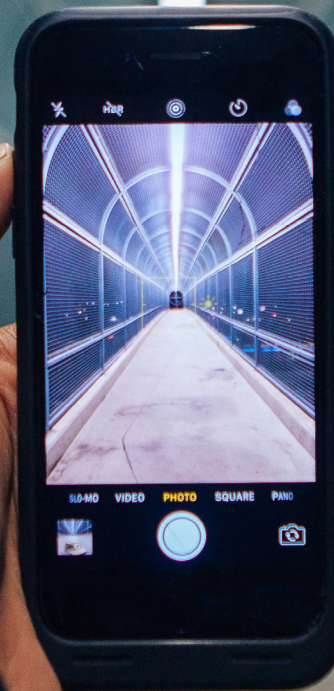


Reaching In-Market Shoppers and Unique Audiences with an eBay Partnership

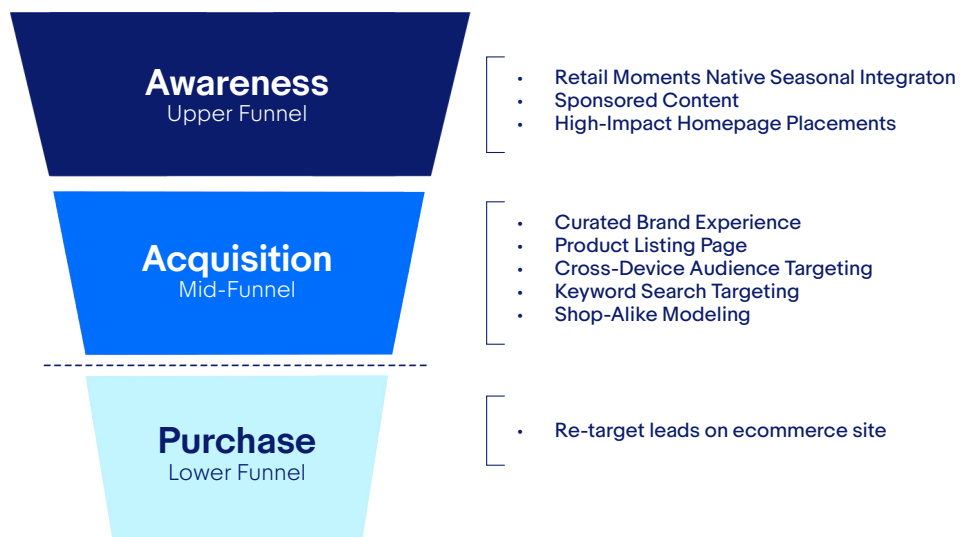


Campaign Goals

A leading telco brand partnered with eBay to drive high-quality leads at scale to their website, to re-target and convert into loyal customers.

Solution

A series of campaigns were designed to address all stages of the buying journey—from raising awareness to building interest, and ultimately capturing leads.



Brand Awareness

Through consecutive offer-based advertisements, the brand elevated their messaging with high-impact placements across eBay's homepage. Their sponsorship during Back to School allowed them to own this key retail moment and drive to a seasonal hub.

Driving Engagement

Utilizing eBay's contextual and behavioral targeting, the brand ran ads across eBay to reach heavy data users and comedy enthusiasts in their campaign.

Impact

When leveraging insights on best performing keywords, best cross shopping categories, and top performing audiences, this results in the optimal campaign performance.

Demographic

Clickers were more likely than the average eBay audience to be:

- Male
- Single
- Age 35-54

Contextual Targeting

- Keyword targeting was the most effective tactic in driving traffic.
- Top cross-shopping categories of clickers were Parts & Accessories, Women's Clothing, and Fashion Jewelry.

Audience Targeting

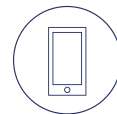
Leveraging eBay's robust first party audience data allowed the brand to target, exclude, and build audiences based on their needs.

Behavioral



- In-market product shoppers
- Product conquering
- Users aged 18-34 and 34-54
- Personas including "Back to School shoppers" and "Moms"
- Device type

Contextual



- Post purchase
- Electronics and cell phone accessory shoppers
- "Cell phone" keyword targeting

Shop-Alike



- Created new audiences based on existing customers