

Skysales – Sky-high success

Task

Skysales was a novel retailer. It sold duty-free products to passengers but delivered them at home. They compete with Amazon.

Needed to increase sales

Approach

- Created top, middle and bottom funnels for the e-commerce store
- Programmatic campaign
- Video
- Heavy retargeting

المبيعات الجوية
SKYSALES

Result

- Increased unique reach by 20% vs. previous efforts
- Click-to-visit ratio = 71%, significantly higher than for the category
- Video campaigns yielded a completed view rate of 87%
- The campaign yielded a Return on Ad Spend (ROAS) of 300%