

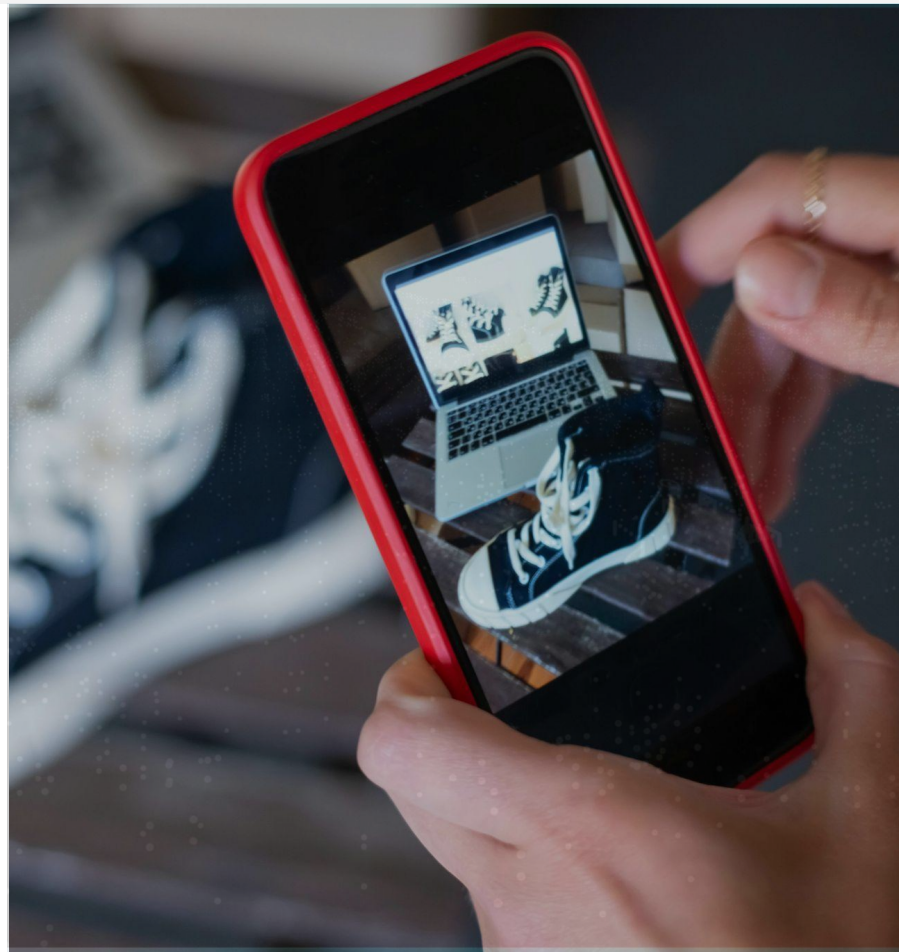


Programmatic Marketing Consulting Showcase

Achieving High ROAS: How a Chinese Footwear Brand Leveraged Premium Inventory for Quality Impressions

Challenge

- A Chinese footwear brand planned to target US audiences during the competitive Black Friday season.
- They were seeking to boost conversions & maximise ROAS during the high-intensity, short campaign.
- While they relied on Google Analytics 4 for insights and had access to Display & Video 360 (DV360), they still had opportunities to explore its capabilities.



FiveStones Consultative Approach for Customer Success

Maximize Awareness & Engagement, using Premium Inventory & Data-Driven Insights

Our team partnered with the brand to refine their programmatic marketing strategy, and deepen their understanding of measurement nuances within their ad tech stack.

FIVESTONES-LED INITIATIVES

- **Premium Inventory Strategy:** Aligned on premium inventory for high-quality impressions and optimal awareness with key audiences.
- **Holistic Media:** Implemented a mix of premium & open marketplace inventories, including Programmatic Guaranteed, Private Marketplace, and URL targeting on selected publishers.
- **Targeting Engaged Audiences:** Targeted relevant, high-intent audiences.
- **Advanced Remarketing:** Retargeted quality impressions captured as GA/Floodlight audiences, leveraging a mix of Google audience targeting to maximise campaign impact.
- **Data-Driven Optimisation:** Provided strategic consultation to enable overall data-driven decision-making; improving campaign performance and audience engagement.

RESULTS



Brand achieved **5X ROAS**



Successfully **balanced cost efficiency & awareness**, by leveraging a mix of **premium & open marketplace inventories**.



Generated **high-quality campaign data** to fuel machine learning & to enhance future performance.

FiveStones