



CASE STUDY

PETIT BATEAU



THE STUDY

THE BRAND:

Petit Bateau is a prominent French brand that is famously known for their baby and children's clothing.

THE CHALLENGE:

Despite following common best practices, Petit Bateau's display remarketing campaigns struggled to re-engage past visitors.

FOOD FOR THOUGHT:

Traditionally, marketing managers create remarketing audiences based on the pages users have or have not visited. While this can be effective, some audiences are more valuable than others.

OUR SOLUTION:

To add value to a user's in-page behavior, we created new remarketing audiences that considered the length of time spent on a page and the frequency with which a page was visited within a set time frame.

THE RESULTS

(New Audiences vs. Traditional)



+550%
Conversions

+59%
Engagement

