

# Case Study: Specialty Retail

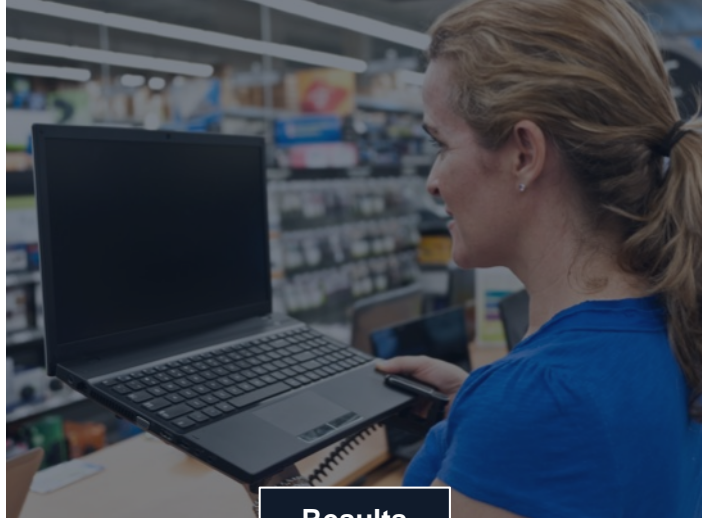
A Fortune 500 retailer drove incremental revenue by leveraging *CJ's Affiliate Customer Insights* to understand offline consumer behavior.

## Scenario:

- Retailer had omni-channel data but lacked actionable insights
- Retailer needed to accurately measure—at a single customer view—how digital impacted in-store performance
- Retailer was looking to uncover ways to drive incremental revenue—on and offline

## Solution:

- CJ's Affiliate Customer Insights matched 75%+ of retailer's digital customer profiles
- Affiliate Customer Insights captured both on and offline affiliate consumer performance, and measured it against consumer performance of the retailer's other marketing channels
- CJ found 10% of subsequent orders that initially came through affiliate occurred in-store, without targeted offline promotional campaigns
- CJ provided a forecasted revenue lift from running an in-store offer and selected publishers with best combination of scale and performance to provide incremental, offline revenue



- Results -

**\$34M**  
annual  
opportunity

**\$202K**  
revenue in  
10 days

**66%**

YOY increase in ROAS with omni-channel approach vs. online only (2016-2017)