

A high-end audio brand drove sales event conversions with Display Ads.



Challenge

Our partner, a leading audio brand, was looking for the best way to lift conversions during an upcoming sales event — along with data to prove the success of our recommendation.

Solution

Our team proposed an onsite Display Ads campaign to align the sales event with two key buying moments on BestBuy.com and the Best Buy app: Back to School and the kickoff of football season.

To gauge how effective the ads were at driving revenue, we also recommended an A/B test. 90% of the audio brand's target audience received an even split of three ads for soundbars, headphones, and portable audio devices. Messaging in this group showcased sales event information, including discounts to help entice action.

We served the remaining 10% of shoppers a generic message from Best Buy, providing a control group to measure against.

Results

38.3%

more likely to convert

24.1%

more likely to add
to cart

62.9%

higher revenue
per visit

*Best Buy Internal Data, 2023

Best Buy. Ads®

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