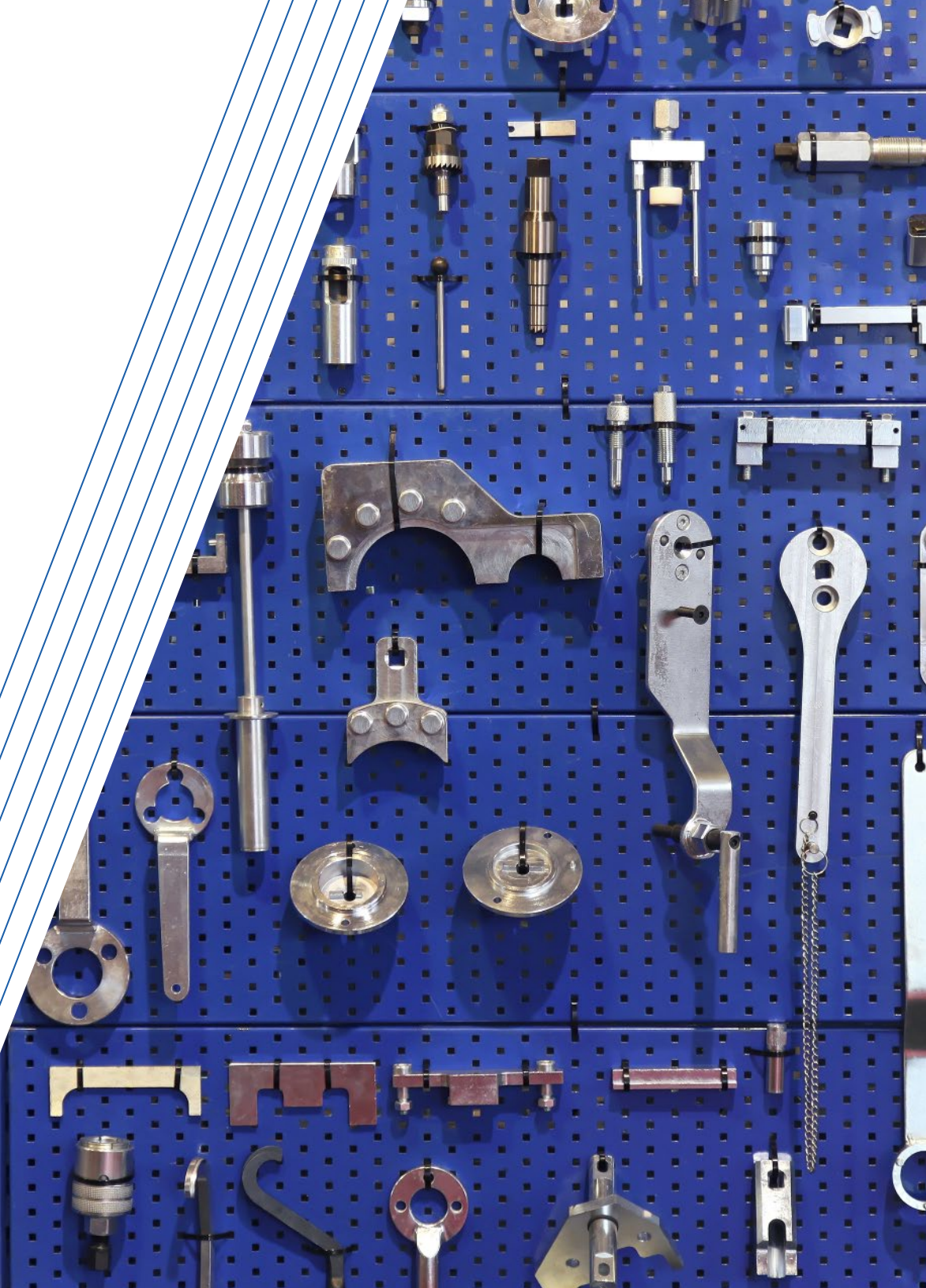


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CUSTOMER STORY:

## TOP 10 INTERNET RETAILER

Individualized Video Ads Drive  
Online Orders and Revenue



# AN ECOMMERCE CASE STUDY.....

A Fortune 500 home improvement retailer wanted to create an outstanding customer experience that would differentiate the brand in a fiercely competitive market. Looking to increase online transactions and revenue, they recognized the most important approach was to engage consumers across all channels in the most relevant and exciting way possible.

The retailer partnered with SundaySky to create video-powered experiences delivered at moments of consequence along the customer journey. SundaySky worked with the brand and its media agency to bring a performance approach to video outreach, which the retailer historically measured on brand metrics. [The brand's goals were to drive incremental return visits and orders and revenue above its target return on ad spend \(ROAS\) goal.](#) By using SundaySky's Video Experience Platform, the retailer can further connect with website visitors who leave the site without completing a purchase by using individualized videos.



# SOLUTION

## VIDEO-POWERED EXPERIENCES FOR BREAKTHROUGH OUTCOMES

SundaySky's Video Experience Platform enabled this home improvement retailer to deliver highly contextual and dynamic individualized videos based on each individual viewer's behavior on its website and past purchase history. *With its unparalleled platform and domain expertise, SundaySky is able to offer unmatched flexibility and optimization to deliver engaging video experiences that drive behavior at scale.*

By acquiring premium inventory using algorithmic targeting and programmatic buying, 15- and 30-second individualized in-stream, non-skippable pre-roll ads are delivered to consumers. SundaySky partnered with the retailer's media agency to couple the creative execution and media buy, enabling continuous measurement and optimization against many parameters that influence the media buying decisions, ad selection, and ad content decisions.

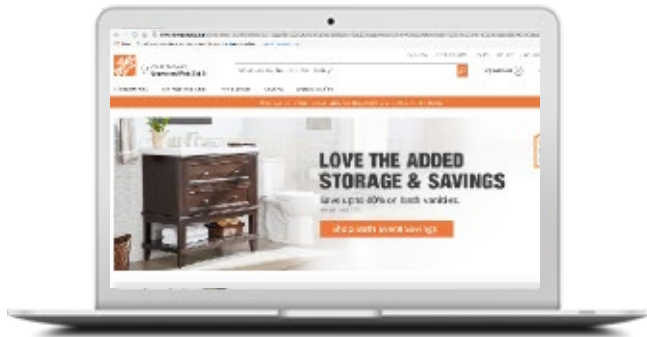


# SOLUTION

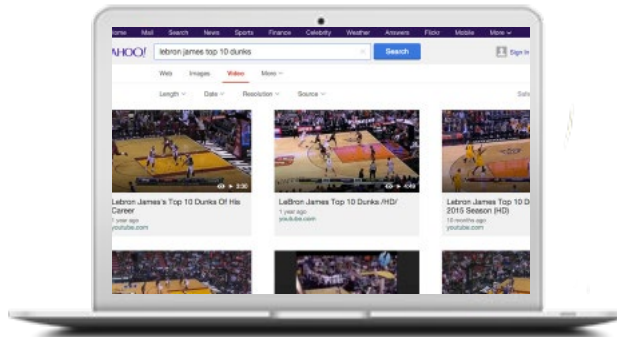
## INDIVIDUALIZED VIDEO FOR RETAIL/ECOMMERCE

SundaySky's video-powered experiences delivered at key moments of consequence enable our ecommerce and home improvement clients to expand their reach to valuable prospects, and motivate them to higher levels of engagement and desired actions. SundaySky's Video Experience Platform allows for a seamless experience across devices, and view through rates are much higher than for traditional video pre-roll.

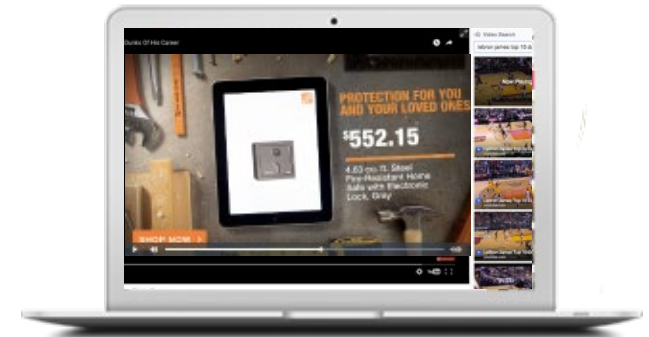
## THE CONSUMER EXPERIENCE



An anonymous visitor to the retailer's site shows interest in a product...



...but leaves the site without making a purchase. Later, as the consumer searches for video content on Yahoo Sports.



...the pre-roll ad story is selected, then rendered and personalized to the viewer.

# SOLUTION

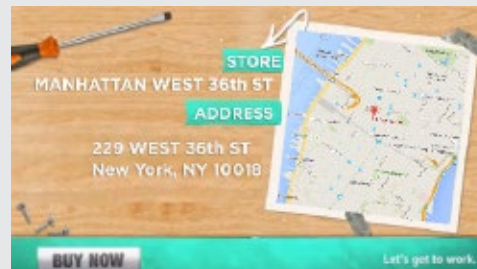
## INDIVIDUALIZATION MATTERS: AD STORY VARIATIONS

By leveraging on-site visitor activity, every video experience is contextual and individualized for each viewer to deliver the most relevant ad experience. For example, based on a consumer's behavior and attributes, an ad might feature a recent product or multiple products previously viewed on the website and offer the current sale price, or promote a "buy online, pick up in store" message with the viewer's closest store location.

Below are sample scenes from three ad stories, which are each individualized to the viewer:



- Duration: 30 seconds
- Product: Refrigerator
- Product category: Appliances
- Products shown: 1
- Feature scenes: 2
- Store location: N/A



- Duration: 30 seconds
- Product: Interior paint
- Product category: Paint
- Products shown: 1
- Feature scenes: 1
- Store location: New York, NY



- Duration: 15 seconds
- Product: Oven
- Product category: Appliances
- Products shown: 3
- Feature scenes: N/A
- Store location: N/A

# RESULTS

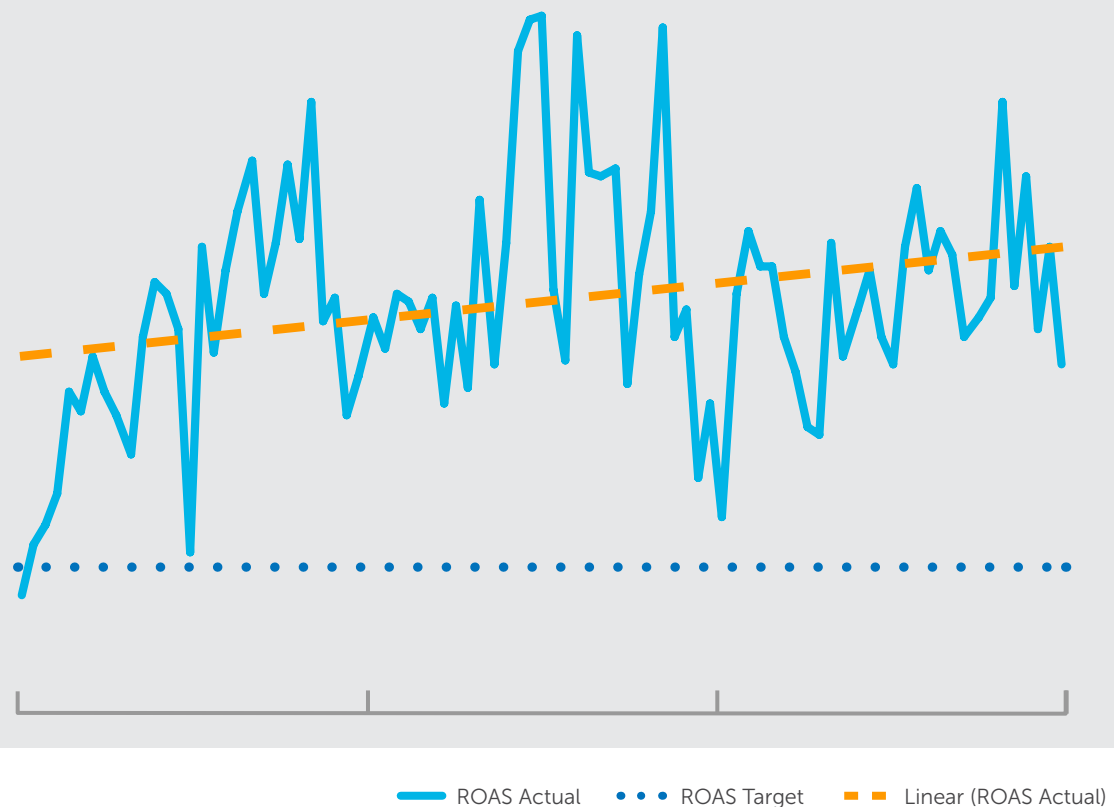
## INDIVIDUALIZED VIDEO ADS OUTPERFORM OTHER AD MEDIUMS

By deploying SundaySky's video-powered experiences, the home improvement retailer realized a strong incremental lift in return website visits and orders, achieving its goal of increasing revenue. The brand measures ad performance by return on ad spend (ROAS). SundaySky's individualized videos **delivered a ROAS 22% above the target goal**, which remained strong even as the retailer scaled impressions and adjusted campaigns for seasonal shopping periods. Individualized videos **outperformed all other online, performance-based advertising** mediums.

## CONTINUOUS OPTIMIZATION: SELF-LEARNING SCORING

Using a sophisticated scoring algorithm, the SundaySky Video Experience Platform optimizes performance through the identification of attributes that are most tightly correlated with return visitors and order conversions. Once baseline performance and the initial scoring algorithm are established, the media buy is optimized using programmatic buying to choose the right person at the right time for the right cost per impression bid to maximize yield, allowing the retailer to scale ad impressions while maintaining a strong ROAS.

### INCREASING ROAS



# ABOUT SUNDAYSKY

SundaySky is transforming customer experience for the world's most demanding brands, enabling them to deliver video-powered experiences that drive breakthrough outcomes at moments of consequence across customer journeys. With SundaySky's Video Experience Platform, brands generate millions of unique digital experiences annually that transform high-stakes moments of consumer frustration, confusion or indecision into moments of engagement that delight and inspire customers to action. Proven with companies like 1-800 Contacts, AT&T, Citi, Staples, UnitedHealthcare, Verizon, and many others, SundaySky's unparalleled platform and unmatched domain expertise equip brands to achieve step-change business results and quantifiable value from increased revenue, reduced costs, lower churn, and higher customer satisfaction.



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