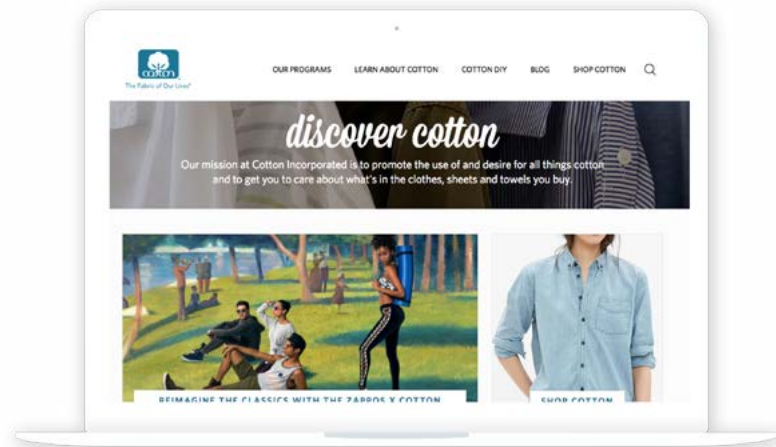


SUCCESS STORY

Cotton Inc.



Cotton Incorporated sews up more sales with Bazaarvoice Advertising

BAZAARVOICE NETWORK DATA ENABLED COTTON INCORPORATED TO REACH ACTIVE SHOPPERS AND DRIVE SALES

SALES DRIVEN FROM EVERY \$1 AD SPEND:

\$8.68

First-party data from the Bazaarvoice Network of brands and retail websites enabled Cotton Incorporated to reach active shoppers online with ads promoting products containing cotton. Consideration and conversion data from the same source demonstrated that the campaign was successful.

CUSTOMER REVIEWS BOLSTER TRUST AND INCREASE CONVERSIONS

In Cotton Incorporated's quest to drive demand for products created with the fabric they evangelize, there are two distinct parts to the challenge they face. The first is reaching consumers with relevant advertising at the right time to influence their decision to choose cotton (vs synthetics). The second is demonstrating results from the advertising campaign, especially when brand and retailer conversion data is typically proprietary and unavailable to the non-profit Cotton Inc. organization.

AT A GLANCE

Challenge

Reaching consumers with relevant advertising and demonstrating results from campaigns

Solution

Targeting in-market consumers with shopper data from the Bazaarvoice Network

Benefit

Track effects of advertising campaign through in-depth reporting

Featured Solutions



Advertising

4.49%

INCREASE IN
PRODUCT PAGEVIEWS



“Bazaarvoice is a valued partner that can effectively put our messaging in front of the consumer at the moment that consumer is actively looking to make a cotton purchase. Working with Bazaarvoice enabled us to report to our constituency of cotton producers exactly how effective our advertising is in conversions, sales lift, and return on ad spending.”

Jill Orsini

Advertising Director
Cotton Incorporated

Bazaarvoice Advertising helped Cotton Inc. tackle both parts of this challenge head on. Using first-party data from a network of 5,000 brands and retail websites, Bazaarvoice targeted segments of shoppers who were in-market for products containing cotton, down to the specific SKU level. Since the network also provides a bird’s-eye view of consideration and conversion data, Bazaarvoice was able to accurately quantify the true impact of the campaign.

CAMPAIGN DETAILS

Bazaarvoice identified shoppers in its network of brands and retail websites to create unique segments that were highly specific to Cotton Inc.’s target audience, and then served display ads directly to those shoppers wherever they were across the web.

- Campaign duration: 3 one-month campaign flights from April 4th - Sept. 30th, 2016
- Bazaarvoice first-party data audience segments: cotton product shoppers (Women’s, Men’s, and Active Wear categories)
- Primary KPI: click-through rate (0.16% target CTR)

CAMPAIGN RESULTS

CLICK-THROUGH RATE:

0.19%

Cotton Inc. wanted to see a 0.16% CTR as the key metric of success for the campaign. With Bazaarvoice’s audience segments and targeted advertising, they were able to get visibility into much more. Bazaarvoice not only exceeded the defined CTR goal, but also delivered an impressive return on Cotton Inc.’s ad spend. Advertising to active shoppers also increased brand consideration, with those who were exposed to the campaign viewing more cotton product pages.

- 14,100 conversions over the course of the display ad campaign resulted in nearly \$868,000 in sales
- \$8.68 average ROAS (return on ad spend) per \$1 spend, including a high one month of \$15.82 ROAS
- 4.49% total increase in brand consideration including a high one month of 20% increase

Bazaarvoice's fresh first-party data comes directly from the 700 million shopper devices interacting with consumer-generated content across our network of 5,000 brands and retail websites — including ratings & reviews, questions & answers, photos & videos, and more. Using a combination of our robust data and deep insights, we build audiences comprised of active shoppers who are currently in-market for your products and category. This allows us to run turnkey ad campaigns using proven strategies to deliver on your specific KPI — across display, video, and native formats.



“When we first set up the campaign, we didn't have any expectations that we were going to get a Conversion Report, so it was definitely a surprise and delight. We're thrilled to be able to report on ROAS for the first time. We've worked with other advertising partners, but the value we get in terms of reporting puts Bazaarvoice right at the top.”

Jill Orsini
Advertising Director
Cotton Incorporated



The Fabric of Our Lives®

COMPANY PROFILE

Cotton industry research and marketing

ABOUT THE COMPANY

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton.

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