

iZettle®

Informed by a data-driven strategy, iZettle’s display advertising successfully reaches users at all stages of the conversion path

About iZettle

- Financial service provider
- Founded in 2010
- Headquarters in Stockholm
- Offices in London, Berlin, Mexico City and Sao Paulo

Goal

- Develop full-funnel strategy around display advertising

Approach

- Found audiences similar to existing user base
- Used insights to uncover new target groups and expand campaigns
- Increased presence for best performing audiences, segments, creatives and placements
- Included assisted conversions and view-through conversions in analysis
- Used auto-bidding through Conversion Optimiser

Results

- Increased sales from display by nearly 100%
- Attributed 12% of conversions to cross-device
- Responsive ads delivered 278% more incremental clicks and 280% more incremental conversions than standard ads

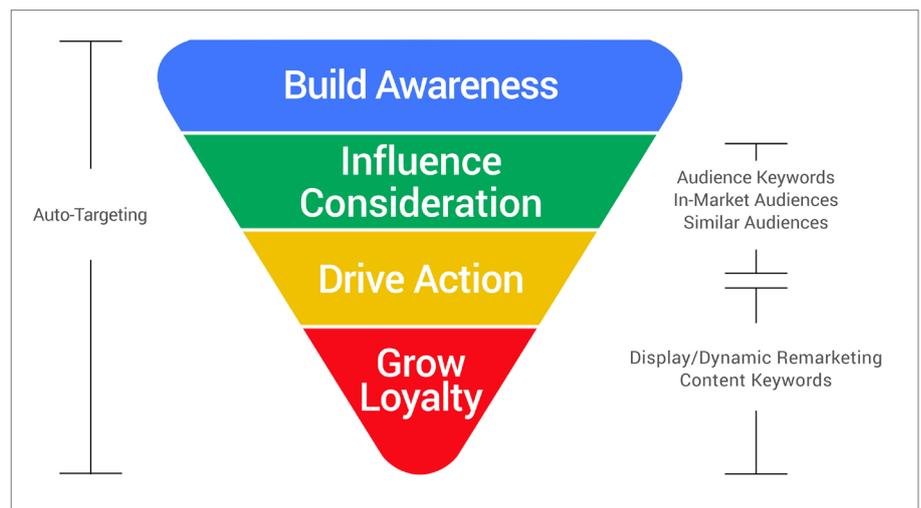
Small-business owners around the world use iZettle’s simple yet powerful services to improve the speed and ease of payments at checkout, business management, sales analytics, customer engagement and funding - all in order to start, run and grow their company.

The company’s media team runs campaigns both online and offline, using a mix that varies according to the objective. Until recently, iZettle’s display approach included only upper-funnel awareness activities and always-on remarketing campaigns. Believing the channel had further potential that was going untapped, the team decided to double down on their efforts.

Powering conversions through insights

iZettle is a data-driven B2B company, so the team set about finding the right signals to target the right audiences: small business owners. The approach was built around the idea that using insights from each stage of the funnel could offer direction about how to optimise other funnel steps. The first task was to understand as much as possible about users who had completed a conversion to become iZettle users – in other words, those who had reached the final lower steps of the funnel.

iZettle looked closely at this current user base in order to create similar audiences. Using insights about the similar audiences, the team then expanded further up the funnel with prospecting campaigns not only targeting users by their interests but also using in-market and custom affinity segments.



To evaluate the real results of their display advertising, iZettle understood they needed to look beyond the last click (which was only concerned with the lower part of the funnel) to also examine assisted conversions and view-through conversions. They then optimised both on click-based conversions, and on impression-based

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– Christos Stavropoulos, Head of Paid Acquisition, iZettle

conversions. Meanwhile, cross-device conversions in AdWords combined with last-click conversions underpinned auto-bidding through Conversion Optimiser. Results showed that 12% of all conversions came from consumers using multiple devices, which helped in valuing display campaigns more accurately.

With smart optimisations, display comes into its own

While previously the team focused their display efforts mainly on acquisition, today iZettle has a full-funnel strategy in place for display that covers everything from creating brand awareness to acquiring users, driving activation, increasing volume and boosting usage of the product. Before applying this strategy, display was one of the most expensive channels. Now, it delivers profitability on par with other channels. Sales from display have increased by nearly 100%, while cross-device optimisations have produced a 5% revenue uplift. Compared to standard campaigns, responsive ads are delivering 278% more incremental clicks and 280% more incremental conversions.

