

# Luxury retailer Reebonz reaches fashion savvy shoppers with Analytics 360 and Search Ads 360

## REEBONZ

### About Reebonz

- Reebonz is a trusted online platform for buying and selling the widest range of luxury products.
- Headquarters : Singapore
- [www.reebonz.com](http://www.reebonz.com)

### Goal

- Better understand multi-platform user behaviour on the Reebonz website
- Improve ad spend ROI for users who convert across platforms

### Approach

- Used Analytics 360 to understand the customer journey across devices
- Optimized strategy using cross-device signals in Search Ads 360

### Results

- 55.4% increase in search marketing return on ad spend (ROAS)
- 20% increase in search marketing transactions

Does mobile sell more McQueen? That was a key question for Reebonz, a luxury marketplace for Alexander McQueen shoes, Balenciaga bags and everything inbetween. Founded in 2009 to make luxury accessible to consumers, Reebonz reaches fashion-savvy buyers and sellers across Asia Pacific, Australia and Singapore.

As worldwide mobile usage skyrockets, the need for non-siloed data grows more critical. Marketers need to understand the impact of their ads along an increasingly fragmented customer journey, one that might begin on one device and end on another. Reebonz set out to discover the influence of mobile on their own path to purchase. They wanted to know how their ad spend was reaching and influencing users who convert across devices.

Like many sophisticated advertisers, Reebonz works with many partners to leverage best-in-class capabilities across insights and execution. Sparkline set up Analytics 360 to connect data across devices from Reebonz' logged in users, allowing Reebonz to gain a single view of their customers using the User ID override feature. This allows Reebonz to review and analyze the full customer journey directly in Analytics 360. This recommended new setup revealed exciting insights: when mobile web was part of the purchase path, cross device reports showed that conversions improved up to 2.8 times.

To act on this untapped opportunity in mobile, Reebonz approached Performics, their media agency partner. Performics enabled cross-environment conversions in Reebonz' Search Ads 360 bidding strategies. The process was as simple as ticking a box, but produced high returns. The cross environment signals led to a 55.4% increase in ROAS and 20% increase in transactions originating from paid search. Using Search Ads 360 to focus on their cross-device customers, Reebonz could value their existing activity more accurately and increase their cross-environment conversions on Google.



**About Sparkline Pte Ltd**

- Sparkline is a technology and consulting firm that optimizes the end-to-end digital presence of its clients across desktop, mobile, video, and social.
- Headquarters: Singapore
- [www.sparkline.com](http://www.sparkline.com)

## Performics

**About Performics**

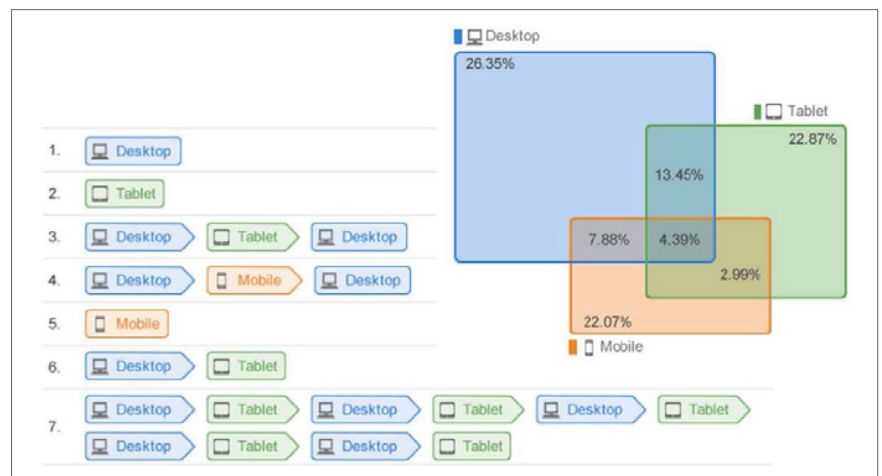
- Performics is the performance marketing arm of Publicis Media, a Publicis Groupe collection of agency brands and capabilities focused on delivering “connection solutions” at scale. Performics clients and partners benefit from the combined investment and innovation that comes from being part of the third-largest communications company in the world.
- Regional headquarters: Singapore
- [www.performics.com/sg/](http://www.performics.com/sg/)

This powerful combination of insights from Analytics 360 and Search Ads 360 capabilities had a large impact on Reebonz’ business, as Reebonz Co-Founder notes:

*“Users have multiple ways of engaging with Reebonz to sell and buy products. Understanding how our advertising can best target users working across devices is an important step in Reebonz’ marketing strategy. Our work with Google, Sparkline and Performics helped us understand this shift and act on it. With over 50% ROAS uplift on search, we’re extremely happy with the results.”*

**– Benjamin Han, Co-Founder**

The answer, in short: mobile does sell more McQueen – and more Ferragamo, Prada and Jimmy Choo.



Example of a cross-device report from Analytics 360, similar to what Reebonz used to gain insight about valuable mobile cross-device users who were 2.8X more likely to convert.

**About the Google Marketing Platform**

The Google Marketing Platform offers powerful and integrated analytics solutions for today’s biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today’s customer journey. It’s easy to use, and makes data accessible for everyone so the “aha” moments are simple to discover and share. Move from insight to impact faster with the Google Marketing Platform, and as a result, make the most of every consumer connection. For more information, visit [google.com/analytics/360-suite](http://google.com/analytics/360-suite)