Buratti

Buratti x ZMS Ad Manager
w/ MSS Incentive

Buratti wanted to make use of their findings from previous Ad Manager reports and follow up with reports-based decisions. The findings included an opportunity to change their campaign strategy from hybrid to brand-based. By following this method, Buratti could manage campaigns more reasonably and allocated their budget based on the brand performance.

Objectives

✓ **Maximizing Sales**
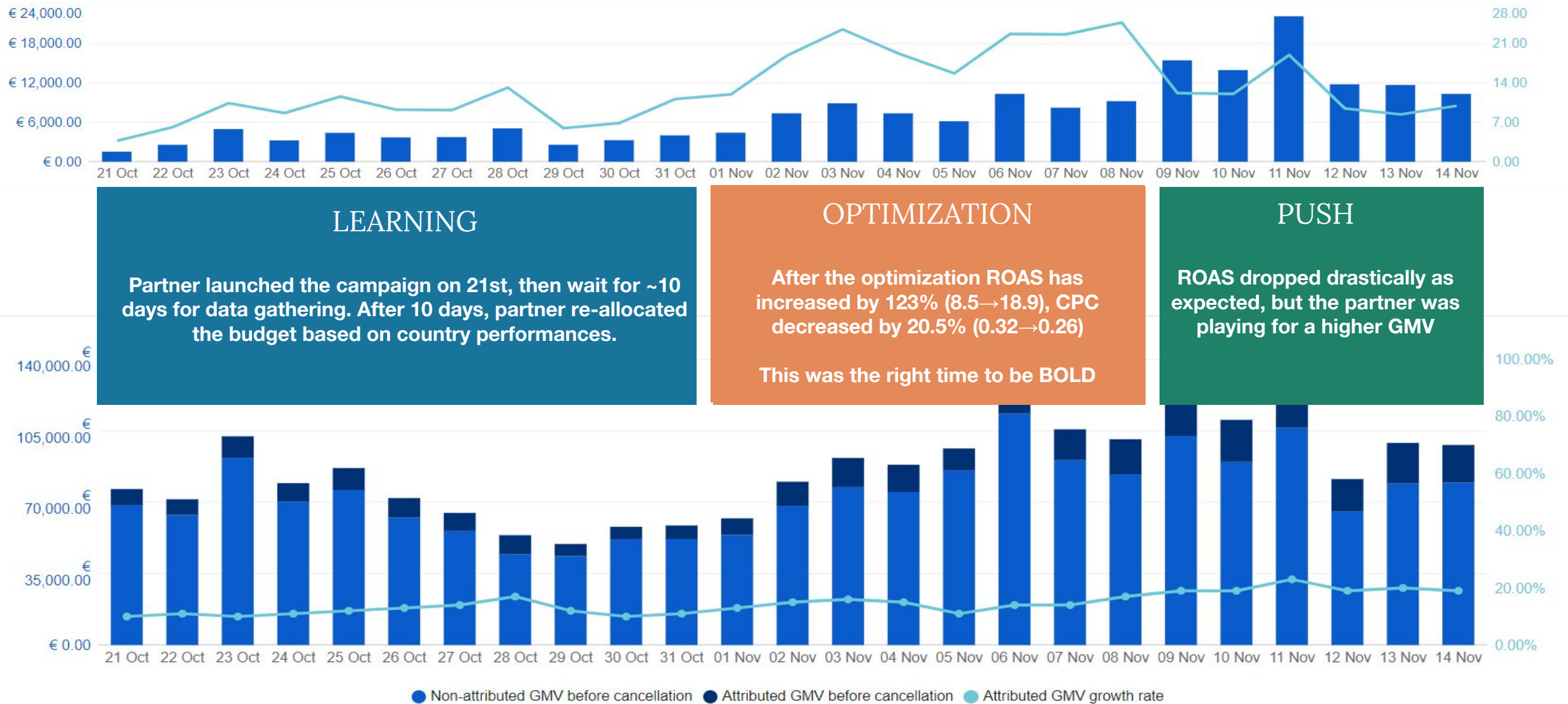
✓ **Reaching the target ROAS**

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Driving a **country based approach**

Buratti launched their campaign and waited ten days for the data to adjust, then gathered it. After ten days, the budget has been re-allocated based on country performance monitored in ZMS Ad Manager.

Buratti leveraged the ZMS Ad Manager to:

✓ **Check ROAS, CPC and GMV** on a regular basis

✓ **Include customer return rates by country** in their calculations to **optimize their profitability**

✓ **Invest more to countries with high ROAS**

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LEARNING

Partner launched the campaign on 21st, then wait for ~10 days for data gathering. After 10 days, partner re-allocated the budget based on country performances.

OPTIMIZATION

After the optimization ROAS has increased by 123% (8.5→18.9), CPC decreased by 20.5% (0.32→0.26)

This was the right time to be BOLD

PUSH

ROAS dropped drastically as expected, but the partner was playing for a higher GMV

● Non-attributed GMV before cancellation ● Attributed GMV before cancellation ● Attributed GMV growth rate

Campaign highlights

+70%
GMV

347K
PDP Views

+123%
ROAS Increase

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