

Seasonal Messaging Drives Higher Conversion Rate

Campaign Objective

A leading vacuum brand tested both “evergreen” and seasonally specific messaging to determine which drove higher customer conversion.

Strategy & Tactics

- ✓ Two messages were tested and deployed using a combination of contextual targeting, audience targeting, category lockouts and integrated email solutions
- ✓ A custom destination page featured more information on all promoted products, while only one product description showcased seasonally relevant content
- ✓ Add to cart was implemented under each product line to drive online sales

Results

- ✓ **48% higher conversion rate** for back-to-college messaging compared to other messaging

Source: WMX Campaign Results, Flight: 5/15–9/10/16.

