



CASE STUDY

Unlocking \$200k in 90 Days: E-commerce Success with Identity Resolution



Problem

An e-commerce brand struggled with low match rates using their existing identity resolution platform. This bottleneck hampered their ability to effectively target and re-engage potential customers, leaving significant revenue on the table and stalling growth initiatives.



Solution

The SuperPixel was seamlessly integrated into the client's website. This advanced tool leveraged intent-based identity resolution, dramatically improving match rates by 20% over the previous solution, reaching an impressive 60% overall.



Results

The impact was immediate and substantial. The client saw an 80% email open rate and a 40% click-through rate. Within 90 days, the reactivation sequence generated 500 new customers with an average order value of \$280. Most importantly, this translated to over \$200,000 in additional revenue.

OUR BENEFITS

Superior Match Rates:

Our SuperPixel technology consistently outperforms competitors, providing more accurate and comprehensive customer data.

Rapid ROI:

Clients see quick returns, with our case study showing a \$200k revenue boost in just three months.

Enhanced Customer Engagement:

High open and click-through rates demonstrate the power of precise, intent-based targeting.

Scalable Growth:

By unlocking previously unreachable audiences, businesses can accelerate their expansion efficiently and effectively.



At simple|AUDIENCE, we're not just about data - we're about transforming data into tangible business outcomes.

It's not just about the technology; it's about driving measurable growth for our partners."

ROB TRUBE

simple|AUDIENCE

