

Case Study

Home Chef uses Conversion Lift to prove that retargeting drives incremental revenue and subscriptions



Advertiser
Home Chef

Method
The Trade Desk's
Conversion Lift

Campaign Goals

- Drive a positive return on ad spend (ROAS)
- Prove the value of retargeting in driving incremental conversions

Approach

- Leveraged Conversion Lift to measure incremental converters and revenue
- Used cross-device to reach users across all touchpoints and measure the full path to conversion

Results

1.2x ROAS
in incremental customer revenue

12.4% lift
in incremental subscription sign-ups

FOCUSING ON THE RIGHT SIGNALS TO MEASURE RESULTS

With digital advertising, there are many ways to measure the success of your campaigns with data. But the key is honing in on the right signals to better understand — and prove — the value of your investment. For example, how do you know if your customer would've converted anyways, regardless of seeing your ad? Incrementality tests, like conversion lift, help you quantify the causal impact your ads have on conversion rate, so you can focus on maximizing incremental conversions and revenue.

The digital marketing team at Home Chef, a national meal kit delivery service, was keen to show how their retargeting strategy was driving incremental revenue. When they heard about our Conversion Lift tool, they knew it was the perfect opportunity.

HOW THEY DID IT

Home Chef's digital marketing team worked with us to launch a one-month Conversion Lift test with the goal of driving signups for the service. The team retargeted warm leads on desktop and mobile devices, using cross-device targeting and attribution to reach users across all touchpoints and measure the full path to conversion. Throughout the campaign, the team made datadriven optimizations across vectors like geography, ad format, and frequency, geared toward maximizing conversion performance.

PROVING THAT RETARGETING DRIVES A 1.2X ROAS

At the end of the one-month test, we worked with Home Chef to help interpret the results. By comparing the test conversion rate against the control conversion rate, we observed that the retargeting campaign successfully drove a 12.4% lift in sign-ups for the service — a higher percentage lift than what Home Chef had measured with other conversion lift solutions.

The campaign also drove a 1.2x ROAS — a positive uptick in incremental revenue. This gave the Home Chef team the data they needed to confidently prove that their retargeting strategy was in fact driving causal conversions. By digging further into the results, the team also uncovered that ads shown on mobile devices were more impactful in driving conversions than ads shown on PC devices.

After seeing such great results, Home Chef's digital team was eager to test more hypotheses using our Conversion Lift solution, further exploring the best way to drive incremental revenue and converters. The company has since launched its next experiment — using Conversion Lift to determine whether prospecting or retargeting strategies drive more incremental converters.

"We've long believed in the importance of incrementality testing to prove the value of our digital investment. The Trade Desk's Conversion Lift gives us the confidence and the data to show the best way for us to drive measurable return on ad spend."

- Kyle McNulty
Manager of Programmatic, Home Chef