

“Rocket Fuel’s expertise in the luxury retail space is helping us boost our acquisition efforts for our clients and engage more consumers online.”

INDUSTRY
Retail

PRODUCTS USED
Audience Booster, Retargeting Booster, Fashion Booster

ADVERTISER



Since 1826, Lord & Taylor has built a reputation for service, quality, and most of all, for style. By creating a unique mix of the latest trends and the timeless classics, we have become the favorite store of generations of shoppers.

AGENCY



Morpheus Media, NY – A full-service provider of interactive marketing solutions to Fortune 500 companies and those aspiring to land on that list.

NEED

Find technology driven media partner to help boost women’s fashion sales by building a custom fashion segment tailored to specific campaign objectives.

OBJECTIVES

Boost online sales for fashion apparel, & accessories:

- Drive traffic to client’s branded online store
- Aggressive ROI goal
- Boost online sales among target demographic
- Build brand engagement and affinity

AUDIENCE

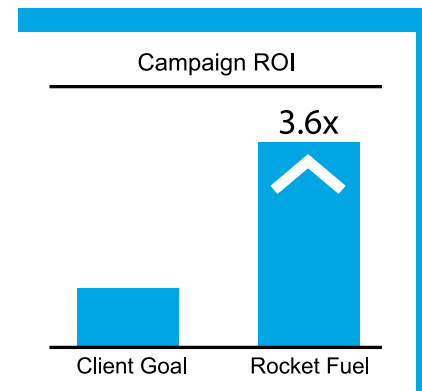
Target the Northeast region for women, 30+

CAMPAIGN

Display media with suggested targeting criteria

RESULTS

Delivered ROI that was 3.6 times greater than client’s goal
Reduced effective CPA by 73%



“Rocket Fuel is much more than an ad network – they’re becoming a trusted technology partner helping us go beyond the traditional boundaries of an interactive agency.”

Shenan Reed
Co-Founder, Morpheus Media