7M+

Unique users reached

19M+

Ad impressions

69%

Video Completion Rate

Debenhams

Video Ads Boost Debenhams Brand For Crucial Valentine's Day Sales Period

Debenhams is a leading UK brand with a history dating back to 1778. In 2021 the company reinvented itself as a leading online store, offering home delivery for its iconic fashion, beauty, and home collections.

Debenhams remains a household name in the United Kingdom, and the company is looking forward to many years as an eCommerce industry leader.

"Valentine's Day was an ideal opportunity to increase visibility in two of our biggest categories. The results generated by RTB House exceeded our expectations and we were particularly impressed with the video completion and viewability KPIs, especially compared to other upper-funnel platforms."

Natalie Crane
Senior Digital Marketing Manager, Debenhams

THE CHALLENGE

Despite being a well known brand, Debenhams needed to educate the public about its new online business model, and let them know that its digital doors were still open for customers. The company wanted to find ways to rapidly rebuild the passion and loyalty that it had nurtured in its customer base, and establish itself as the online department store of choice.

Valentine's Day offered the perfect opportunity to drive customers to the store's blue-ribbon lingerie and fragrance categories. This required grabbing consumer attention and driving traffic to the Debenhams site during one of the most competitive shopping periods of the year. The Valentine's Day campaign involved RTB House working as part of multiple retargeting strategy to get Debenham's the best possible results.
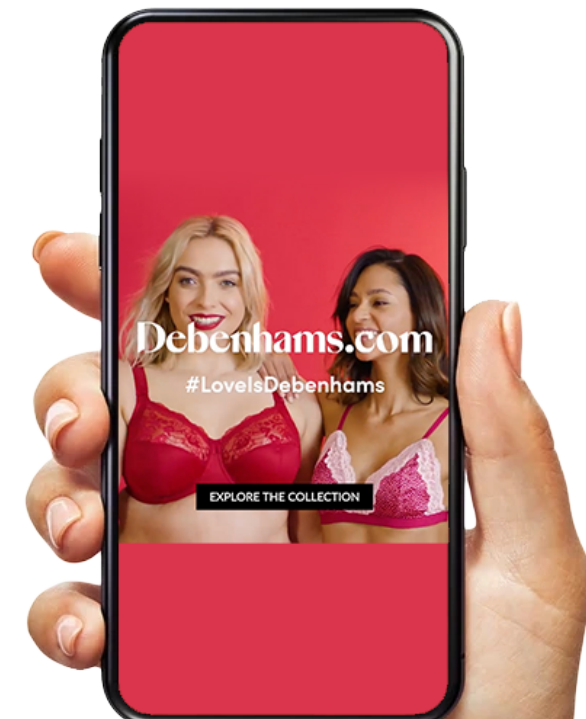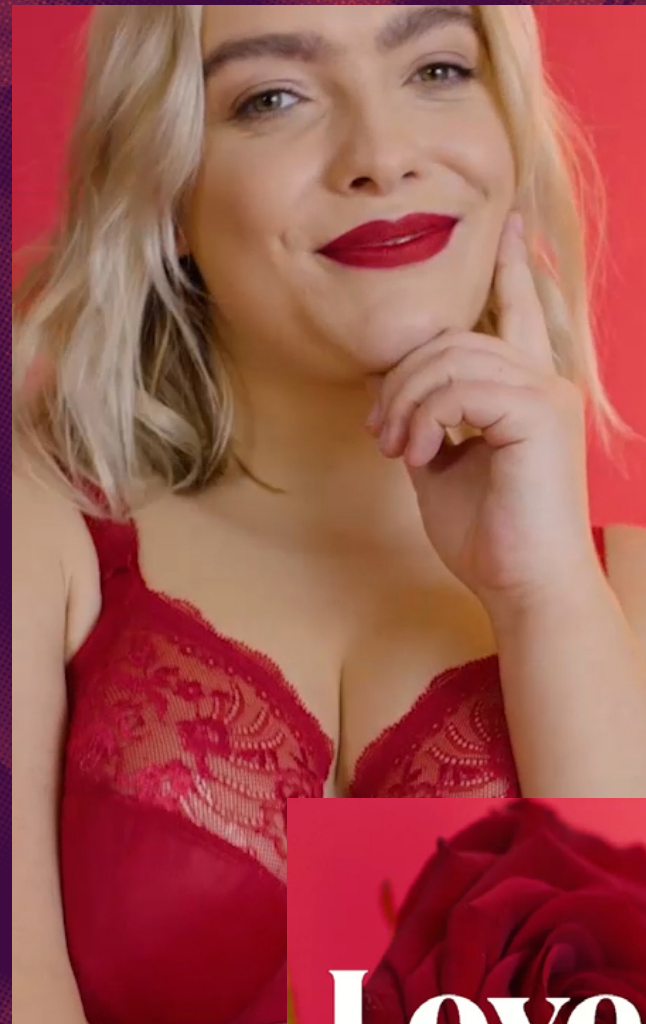
THE SOLUTION

The key was to combine effective user targeting with creatives that stood out from the crowd and deploy them in the run-up to Valentine's Day. To that end, RTB House implemented a combination of Streaming Video Ads with Deep Learning algorithms and the ContextAI feature.

These solutions enabled RTB House to show high-potential users personalised video content showcasing fragrances and lingerie in an aspirational context. This encouraged users to click and check out the Debenhams online offering, re-cementing the brand's reputation as the go-to shopping location.

THE RESULTS

Our results were impressive. The adverts reached over 7 million users, with a **71% viewability** and **69% completion rate**. This outperformed the video campaigns that competing agencies were running during the same period. Indeed, our ads were so compelling that **54% of all users** in the three-week run-up to Valentine's Day had seen at least one branding banner from RTB House.
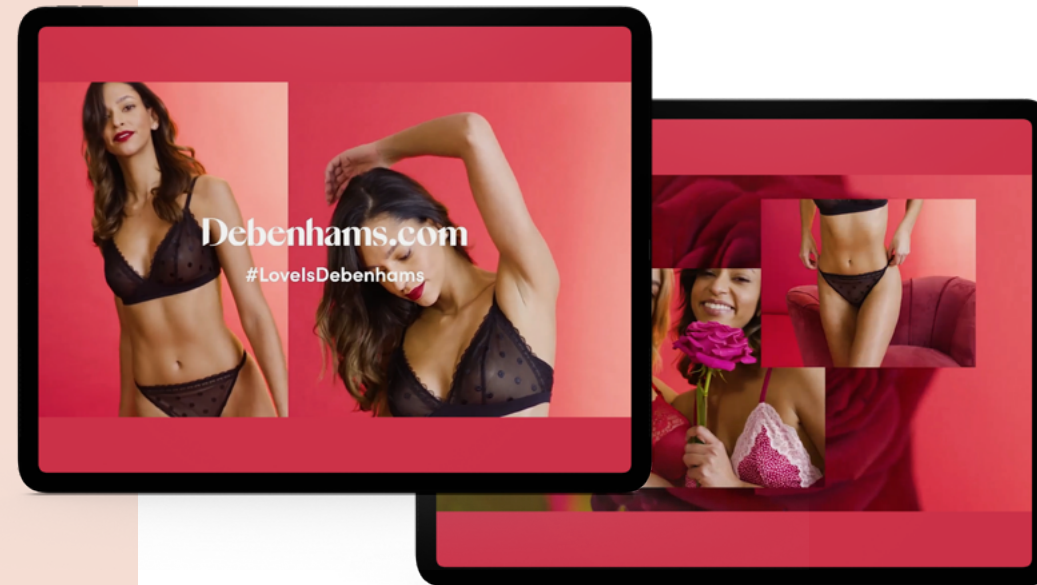
RTB HOUSE

RTB House is a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Its proprietary ad buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel. Founded in 2012, the RTB House team comprises 1000+ specialists in over 30 locations around the globe. It serves more than 3,000 campaigns for clients across the EMEA, APAC, and Americas regions. After successfully deploying Deep Learning into 100 percent of its algorithms in 2018, RTB House has continued its research in the field of AI. The AI Marketing Lab and Creative Lab were set up as new divisions of the company focused on inventing and advancing MarTech products. The company's AI-based product offering includes retargeting solutions and branding campaigns with ultra-effective Video Ads.

Learn more at **www.rtbhouse.com**