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## RetailMeNot leverages Ascend™ technology to help brands acquire new customers at a controlled cost

### The goal

Encumbered by a historical perception about deal-based partnerships' ability to drive incremental value, RetailMeNot sought to enforce the significance of their role in the customer journey. The leading digital savings destination partnered with Pepperjam to emphasize the importance of coupon partners' role in the buyer journey and debunk the reputation that they serve only as a last click for coupon-seeking consumers.

### The approach

RetailMeNot evolved their promotional capabilities providing marketers with the tech necessary to reach consumers across the buyer journey both in-store and online. By highlighting their omnichannel touchpoints, the leading digital savings destination enables marketers to engage with consumers regardless of their preferences or location with mobile opportunities, geo-targeting, in-store offers and content customization. The strategy was supported by the Ascend™ platform's spend allocation tools, Exclusive Code and Preferred Partner — tools that enable marketers to dynamically reward partners for the assigned value they bring to the consumer conversion journey.



“Ascend’s intuitive dashboard and tracking capability helps us to easily deploy custom audience targeting and prove incremental value to the brands we work with. More importantly, the platform’s spend allocation tools are beneficial in ensuring we are appropriately rewarded for the value we provide across the buyer journey while keeping brands in control of their customer acquisition cost.”



—Michelle Matranga, Director of Digital Performance & Attribution, RetailMeNot

### The results

RetailMeNot powered growth for Ascend™ brands seeking to expand their reach year over year in H1 2020:



42%

H1 year-over-year increase in new customer revenue for RetailMeNot



13%

Higher average order value for new customers vs. blended AOV through RetailMeNot



85%

Amount of conversions attributed to RetailMeNot where they are the only partner to appear in the click stream

For more information about how Pepperjam's Ascend™ platform can help you achieve game-changing results, connect with us at [pepperjam.com/contact](https://pepperjam.com/contact).

