

RetailMeNot Showcase

Pepperjam recently used RetailMeNot's new Showcase placement feature for a client. This feature allows brands to showcase products for a specific sale instead of just text.

Opportunity

Since the client was less promotional this year, every placement is crucial during a sale. The RMN Showcase provided a more interactive experience to the customer and gave us more insight on consumer behavior.

Solution

Instead of clicking "Get Code," the consumer will click "Show Products" where they will then be directed to a page where they can view and click on client-chosen featured products. The showcase displays both the original price (with a slash through it) and the sale price. Once the showcase is complete, RMN provides a detailed breakdown on traffic results and most popular products.

The Results

 The Showcase ran from 3/19/2015 to 3/25/2015

\$57,000
in revenue generated

\$5.48
ROI

\$200
AOV



4,353
clicks



258
orders



5.39%
conversion rate

Learnings

Overall, the placement did well and it would be worthwhile to run again. Being able to negotiate the pricing for the placement would also serve well to secure more opportunities. On the down side, while there were a lot of clicks generated, the conversion wasn't as strong as anticipated; however, this may have more to do with the promotion being offered and less to do with the placement specifically. This placement is ideal for large sales and sales that focus on a specific category or niche.