

# CASE STUDY

## Optimizing for sales lift

Bank of America Merchant Services has partnered with Commerce Signals to help merchants connect their digital advertising impressions to their anonymized aggregated payments data. With payment processing from Bank of America Merchant Services and analysis from our solution partner Commerce Signals, you can maximize the impact of your advertising spend.



A top U.S. retailer was challenged to restore sales growth to their stores, while investing 2% less in marketing. To optimize media effectiveness, the company used Commerce Signals to measure the incremental sales driven by a series of digital marketing tactics, including programmatic display ads.

In just two days, Commerce Signals uncovered that only 3 of the 10 tactics significantly grew sales both in-store and online. Typically, the retailer would have to wait until their campaign was over to measure sales lift. This near-real time measurement enabled the retailer to shift spend to the tactics that worked best and more than double the sales driven by the campaign.

Most digital media optimization is done using click-through rate (CTR). The chart to the right illustrates how much sales lift the retailer would have left on the table if they had focused on CTR rather than Sales Lift using Commerce Signals

LINE ITEM	CLICK-THROUGH RATE	SALES LIFT	INSIGHTS
Tactic 1	0.55%	0.6%	The highest CTR did not drive a significant sales lift
Tactic 2	0.52%	0.8%	
Tactic 3	0.50%	▲ 2.2%	The highest sales lift does not stand out with CTR
Tactic 4	0.49%	▲ 3.9%	
Tactic 5	0.49%	0.8%	
Tactic 6	0.48%	-0.8%	A great sales lift tactic may have been cut by a CTR focus
Tactic 7	0.35%	-1.0%	
Tactic 8	0.33%	▲ 2.4%	
Tactic 9	0.32%	0.1%	
Tactic 10	0.28%	-1.0%	

**1.2% Lift**  
with CTR optimization

**3.0% Lift**  
with sales optimization

**More than double**  
The sales lift vs CTR optimization when spend was shifted using Commerce Signals

Contact your Bank of America Merchant Services Business Consultant for more information.

Data provided by Commerce Signals based on results for their clients and is not specific to Bank of America Merchants Services' clients. Results may vary.

Bank of America Merchant Services, LLC and Commerce Signals, Inc. are separate, unaffiliated companies. Although their services are complementary, they are provided by each provider independent of the other under separate contracts between the merchant and the respective provider.

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