

Gender-Specific Ads Boost Clicks, Increase Sales for Karmaloop

mediaFORGE takes retargeting to the next level with gender-specific user segmentation, allowing for a more personalized and compelling ad experience

OVERVIEW As a young and progressive brand, long-time mediaFORGE client Karmaloop.com, the world’s largest online apparel retailer of streetwear fashion, has always taken advantage of maximizing its advertising presence through innovative technologies. Having successfully partnered with mediaFORGE, an innovator in personalized retargeting, to implement cutting-edge product offerings (e.g., in-ad video and in-ad search capabilities), Karmaloop decided to work with mediaFORGE to test the value of a new audience segmentation option: gender-specific retargeting.



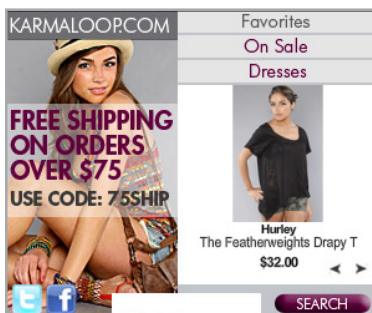
Methodology

The mediaFORGE trial served 7.5 million dynamic banner ads to Karmaloop site abandoners segmented into three different groups. One group was served traditional gender-neutral ads (the control), while a second and third group were served gender-specific ads.

Like traditional retargeting, browser activity was monitored to determine consumer interests, and to influence which products were used to retarget site abandoners. However, for the gender-segmented trial, mediaFORGE used its unique ad technology to further enable Karmaloop customers to influence their personalized ad experience, based on whether they shopped for men’s or women’s apparel. Those who shopped in both categories were assigned to the control group.

In addition to gender-specific product offerings, mediaFORGE’s interactive ads featured creative and multimedia elements that were designed to appeal to each group individually.

mediaFORGE collected Karmaloop’s gender-specific metrics over a 30-day time period, tracking consumer engagement from the initial Karmaloop site visit through purchase. With the data collected, mediaFORGE was able to determine which consumers had been served gender-specific ads, and which had received gender-neutral ads.



Gender Targeting Delivers

By improving the efficacy of Karmaloop's retargeting program through gender-specific messaging, mediaFORGE generated higher conversion rates, and improved retargeting performance..

- Users who clicked through the male gender-specific ads were three times more likely to purchase than those who clicked through gender-neutral ads.
- Users who clicked through female gender-specific ads were two times more likely to purchase than those who clicked through gender-neutral ads.
- Users who were served with the gender-specific ads had a higher overall spend on the site (per thousand impressions), delivering an increase in revenue of 35 percent.
- Overall click-through rate increased by 24 percent.
- Average revenue-per-unique-user-reached by 24.7 percent.
- mediaFORGE increased Karmaloop's retargeting average order value by nearly nine percent.

Improves Marketing Efficiencies

By improving the efficacy of Karmaloop's retargeting program through gender-specific messaging, mediaFORGE was able to deliver increased performance across multiple marketing channels.

Revenue-per-User-Reached

By using mediaFORGE's dynamic platform to deliver gender-specific ads to create a more customized consumer experience, Karmaloop's average revenue-per-unique-user-reached increased by 24.7 percent.

Average Order Value

By participating in the gender-segmented mediaFORGE trial, Karmaloop increased retargeting AOV by nearly nine percent.

Personalization Drives Business and Improves ROI

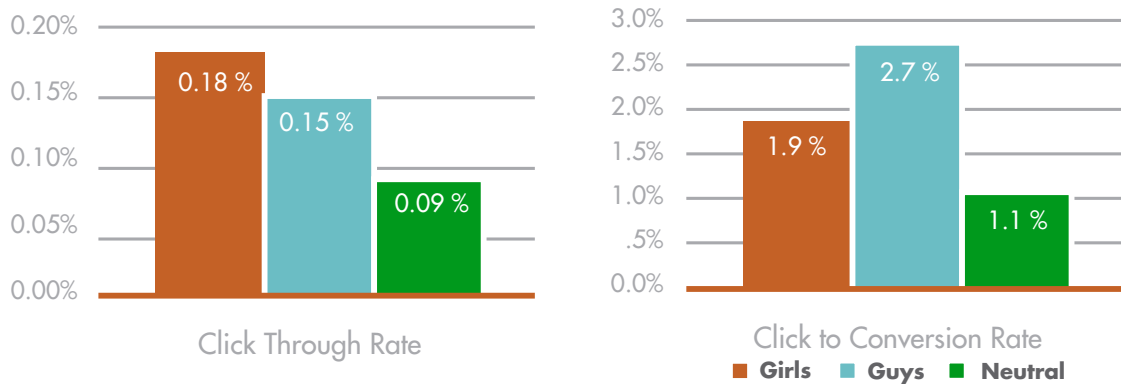
By personalizing ads to carefully target and serve customers with media-rich ads that were designed to target men and women with individualized content, mediaFORGE was able to improve efficiencies of the existing retargeting platform, which generated increased client revenue.

While gender-neutral ads engaged consumers at a rate similar to gender-specific ads, purchasing rates were dramatically increased by customizing the consumer experience with gender-specific content and offerings. As the practice of retargeting continues to progress and evolve, this data indicates that refining consumer profiles into categories of unique purchasing behavior, like gender, could have a profound impact on the overall success of converting site-abandoners into purchasers, and increasing overall revenue.



Findings Open the Door to Explore Further Segmentation

Based on the outstanding performance of the gender-segmentation platform, Karmaloop continues to employ gender-specific retargeting and has further engaged mediaFORGE to extend segmentation into other categories (e.g., lifestyle affiliation or category interests).



Results Summary

- Female-specific ads generated over two and a half times more revenue than gender-neutral ads, and were clicked two times more often
- Clicks on male-specific ads converted to sales at three times the rate of gender-neutral ads
- Clicks on the female-specific ads converted at two times the rate of gender-neutral ads
- Female-specific ads were clicked 20 percent more often, but converted to sales at a 30 percent lower rate compared to male-specific ads

About mediaFORGE

mediaFORGE is an innovative leader in the rapidly growing field of retargeting, delivering online advertising that is relevant, engaging, personalized and optimized with real-time data to help marketers generate higher conversion rates and greater return on investment. mediaFORGE is the only online advertising company with a business model that charges customers only for the ads that effectively engage consumers and lead to conversions. Marketers pay according to measured engagement and sales, rather than impressions. Based in Salt Lake City, Utah, mediaFORGE is backed by Prospector Equity Capital and Gazelle Investments. For more information, visit mediaforge.com.

About Karmaloop.com

Karmaloop.com is a multi-platformed web retailer specializing in global underground fashion. The Karmaloop family of sites includes online retailer Karmaloop.com, Internet TV station KarmaloopTV.com and time-sale site PLNDR.com. Since its creation in 2000 by streetwear enthusiast Greg Selkoe, the site has evolved from a one-man-show into the largest and most successful streetwear retailer online. Karmaloop receives 4.5 million monthly unique visitors comprised primarily of the highly sought after young influencer demographic, made up of male and female alpha-consumers and key influencers within the age range of 14-35. In November 2007, Karmaloop launched KarmaloopTV, the first online channel catering to streetwear/Verge Culture. In a short time KarmaloopTV has become a wildly popular destination to view Karmaloop created content on many facets of cutting edge youth culture. Karmaloop is a community of style who provides a daily, interactive dose of the people and movements fueling and shaping street culture.

