

How LuisaViaRoma increased its revenue with Lifetime Value & AI

Making Science has been the digital partner for LuisaViaRoma, operating end-to-end technology implementation, architecture creation in the Google Cloud Platform, and activation in DV360 (Google Marketing Platform).

The challenge

LuisaViaRoma aimed to optimize its customer acquisition campaigns' conversion rate, which was low compared to product views or even add to cart. The challenge was derived from the volume of conversions, which was insufficient for Google's algorithms to establish an optimal pattern for optimizing the campaigns for this Key Performance Indicator.

The solution

LuisaViaRoma and Google collaborated to develop a predictive model that incorporates new signals from earlier stages of the sales cycle to optimize sales. The model was trained on historical data provided by LuisaViaRoma, and used data tracking to send scores to Google in real-time, which has significantly increased available data volumes.

The result

With an A/B test with equal investment (Control: tROAS using purchase data / test: tROAS using not just purchase data, but also propensity-to-purchase data), we measured the incremental impact of including this predictive model into the custom bidding of DV360 campaigns: Sales: +36% Revenue: +106% ROAS: +100% CPA: -25%

“LuisaViaRoma's collaboration with Google and Making Science brought about a remarkable improvement in our DV360 campaigns. We saw a boost in conversion rates, helping us achieve our sales goals more effectively”

Nicola Antonelli, LuisaViaRoma Chief Revenue Officer



About LUISAVIAROMA

LuisaViaRoma is one of the leading online luxury fashion retailers in the world. LuisaViaRoma offers a curated selection of clothing and accessories for men, women, and children, as well as beauty and home items, featuring collections from over 500 esteemed international luxury brands.

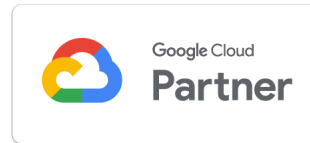
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Italy



About Making Science Group, S.A.

Making Science is a digital acceleration company with over 1,300 employees and a technological presence and development in 14 markets.



Products

Google Cloud Platform