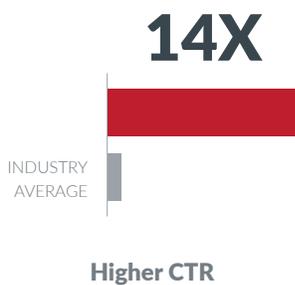




# QUALITY & COST EFFECTIVE FASHION SHOPPERS

A FASHION BRAND CASE STUDY



## The Challenge

A leading footwear & apparel fashion brand wanted to increase qualified ecommerce traffic while managing to a target CPC. They looked to 33Across to drive high viewability and cost effective, quality traffic.

## Strategy

The brand successfully tested various creatives for both sales promotions and evergreen campaigns. Since the goal was to drive qualified traffic, high visibility and low fraud were critical to success. 33Across Impact Ads were used across both desktop and mobile inventory. The brand also leveraged contextual data to hone in on relevant style and fashion articles across 33Across' quality base of publishers.

## Results

Thanks to the quality scale and high impact ad placements delivered by 33Across, the fashion brand saw a CTR more than 14X the industry average and the campaign delivered well under its target CPC goal.

## Why 33Across

- **Innovative Attention Formats:**  
Breakthrough attention formats designed to be seen and remain viewable
- **Exclusive Publisher Relationships:**  
Direct partnerships with 1,500 publishers, with more than 90% Ads.txt enabled
- **Proactive Approach to Quality:**  
Advanced fraud control and viewability filters
- **Flexible and Efficient:**  
Plug in standard IAB creative to create rich media-like experience

*Campaign goals were met by combining contextually relevant articles with high impact ad formats at scale.*