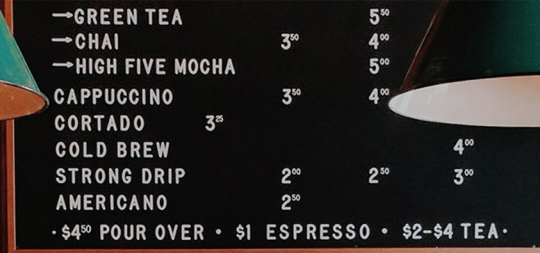Cartageous.com

GAP

GAP CASE STUDY

The team at Blender Networks created a customized SEM strategy which integrated into Cartageous.com to drive the following for The Gap.

- LEADS

- REVENUE

- CONVERSIONS

- COST SAVINGS

CHALLENGE

- Position The Gap strategically on Cartageous.com to encourage user engagement and drive new customer acquisition.
- Quickly build a critical mass of targeted customers.
- Meet or exceed The Gap's 4 to 1 ROI metric.

SOLUTION

- Create Gap portal page on Cartageous.com to feature Gap products.
- Leverage Social Media sharing into The Gap's portal page on Cartageous.com.
- Craft a powerful SEM strategy to promote The Gap on Cartageous.com.

WHY CARTAGEOUS.COM?

- Fasted Growing CSE in North America
- Ranked in Top 10 converting CSE's

RESULT

During the initial one month test, Cartageous.com not only met, but exceeded the 4 to 1 ROI goal by delivering a 20 to 1 ROI for The Gap. Based on this successful performance, iProspect began running other Gap Inc. brands such as Old Navy, Athleta, and Banana Republic.

August 2016

Cartageous' Actual ROS   GAP's 4 to 1 ROS Goal