

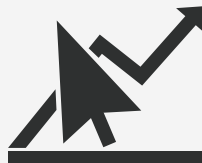


# Samsonite

Samsonite grew their remarketing sales by 67% by switching to Conversion Path's Glassbox Remarketing Service



**64%**  
Decreased CPC



**155%**  
Increased CTR



**67%**  
Increased ROAS

Samsonite is the worldwide leader in superior travel bags, luggage, and accessories combining notable style with the latest technology and the utmost attention to quality and durability. They've long used remarketing to reengage with their online shoppers.

In February 2019, they transitioned these efforts from their previous remarketing platform, to Conversion Path's Glassbox Remarketing program.

"I like that it's a service, giving us more flexibility to personalize creatives and adjust our strategies based on what we've got going on in the business." says Jay Nigrelli, VP of Ecommerce for Samsonite.

Conversion Path's Glassbox Remarketing program helped Samsonite to improve their retargeting efforts by giving back visibility and control and putting more of their investment into the media by removing excessive markups on ad spend.



**Glassbox**  
REMARKETING



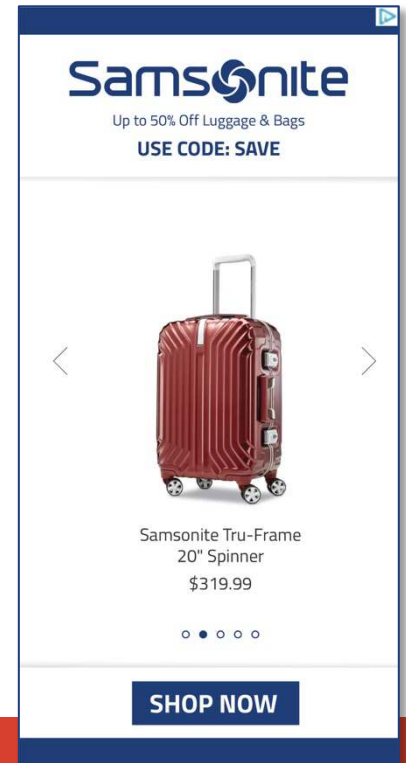
conversionpath.com  
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## How Conversion Path Helped

Conversion Path built out custom dynamic and static ad creatives using a mix of product and lifestyle images. These ads are customized to Samsonite's branding and offer the ability to showcase promotions both to support Samsonite's promotional calendar and evergreen offers.

The ability to customize audiences being targeted and control over placements helped to make sure these ads were being shown to the right demographics where conversions were most likely.

Conversion Path uses a transparent pricing model that allowed Samsonite to put more of their remarketing investment into ad buys and get more sales out of that investment.



"CP gave us a 67% increase in sales from the same investment over our prior remarketing platform. On top of that, we now have visibility into what placements and audiences are driving our sales."

– Jay Nigrelli, VP of Ecommerce, Samsonite



## Results

This switch resulted in a year-over-year sales increase of 8% in month one, 51% in month two, and 73% in month three on the same investment.

Along with the increased sales, engagement rates increased by 155% by adding creative variations that showcase Samsonite's value prop, lifestyle images, and promotions across the Google Display Network, Facebook, and Instagram.



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