

Connexity Maximizes Sales for Boscov's

Boscov's, the largest family-owned department store, has worked with Connexity on performance marketing for over 10 years.

Connexity Delivers Great Results

Boscov's began advertising in the Connexity CPC marketplace, where retailers reach millions of online shoppers each month. From the beginning, Connexity met or exceeded Boscov's goals. "We set targets for our return on ad spend. We're not as concerned about budgets and caps on ad spend - we're more concerned if a partner can grow our business, as well as the profitability of that growth," explained Jon Holmquist, Senior Vice President of Direct Marketing at Boscov's. "Connexity consistently met our financial goals."

Like many businesses, Boscov's faces resource constraints, Mr. Holmquist elaborated, "One of the things we like about our Connexity team is that they know our business nearly as well as we do. The product feeds can be complex at times, especially between seasons when our inventory changes. Connexity gets all of our products into our catalog and it's always accurate. As a result, we enjoy strong Cost of Sale (COS), usually between 15% and 25%."

Ads related to power pressure cooker xl

\$99.99 Boscov's	\$99.99 Koh's	\$79.00 Walmart	\$80.00 Home Depot	\$99.95 Williams Sonoma

“One of the things we like about our Connexity team is that they know our business nearly as well as we do.”

-Jon Holmquist, Boscov's

Launches Bing Product Listing Ads (PLAs)

Boscov's opted to expand the relationship to include the management of its PLA initiatives. "Bing PLAs were a new adventure for us. Connexity made it very easy for us to put our toe in the water and see what it was all about," said Mr. Holmquist.

Managing PLA product feeds, establishing smart bidding strategies, understanding inventory fluctuations and assessing performance on an ongoing basis are complex tasks that require significant expertise. **“PLAs are very much an operations game, and it's important to get it right. Fortunately, Connexity does, and we've seen steady incremental revenue from it.”**

