



CONNEXITY MAXIMISES SALES FOR HOUSE OF FRASER

With over 60 stores and an award winning online website, House of Fraser is one of the biggest department stores in the UK.

They have been shipping their online offerings to over 150 countries for many years.

House of Fraser began advertising on the Connexity CPC marketplace over 5 years ago. Connexity's marketplace reaches millions of in market shoppers across multiple markets each month. With profitability at the core of House of Fraser's business goals, Connexity's marketplace objectives are aligned with their overall business structure - driving traffic to their website at an effective cost of sale.

We have recently consolidated our partner relationships to ensure we are working with those that deliver the best ROI, and Connexity are one of our key performers.

After 5+ years Connexity continues to deliver solid results for House of Fraser. Our partners play an important role in our ecommerce marketing mix. Connexity's vast expertise in online retail marketing, coupled with their highly collaborative approach makes them an ideal partner for us.

Sophia Evgeniou
Head of Customer Acquisition
House of Fraser

CLIENT OBJECTIVE

- Increase revenue for the House of Fraser online store.
- Acquire new customers for the brand.
- Promote the House of Fraser product range.

OUR SOLUTION

- Drive traffic to House of Fraser website at a profitable COS utilising Connexity's CPC marketplace.
- Target customers across Connexity's extensive publisher network.
- Extend audience reach by targeting customers on Connexity's owned and operated sites.
- Promote HOF products in line with key online promotional periods.

RESULTS

- Support House of Fraser's multi-channel strategy.
- Steady increase ROI performance.
- Continue to acquire new customers to expand House of Fraser's market share.
- Consistently strong results achieved over a 5 year period.

