



Dynamic Ads

In the last months Textura launched an ongoing Dynamic Ads campaign in order to increase thir sales. Combined with a website clicks campaign, Dynamic ads provide a very effective retargeting campaign with great results.

x7,5
ROI

10€
cost per conversion

4,5%
CTR

Their story

Dressing up your home

Textura is one of the leader companies in home decoration since 1979, when it was founded. With a wide variety of products and a good relation quality-price, Textura designs all its products in Barcelona.

Their goal

Sales through retargeting

Dynamic Ads are a great opportunity to re-impact users with products they have shown interest for or similar ones. Then, textura could show different models of a same product or different products for the bathroom, for example.

Solution

Cross/upselling and design

As mentioned before, thanks to the cross and upselling possibilities, users were impacted with products they had seen before but also with those from the same category or universe.

In addition, as Dynamic Ads pictures are taken from the website feed, Textura used some of the features available in Adsmurai's Katana to make them look more unified: these were the watermark with the name of the collection or a special frame in all the pictures shown in the same carousel.

