

Case Study

How ALTEX Proved Retail Media Incrementality and Doubled Marketing Investment on Skroutz Marketplace

SUMMARY

ALTEX, a prominent player in the **fashion industry**, is known for delivering high-quality and affordable clothing. In its pursuit of innovative marketing strategies, ALTEX embarked on a test-and-learn approach with **Skroutz**, Greece's largest marketplace, to explore the impact of retail media and prove the incremental value of their marketing spend.

CHALLENGE

ALTEX needed to demonstrate that retail media channels, including their investment on Skroutz, could deliver a minimum **ROI of 7x**, which was the company's benchmark for all its marketing channels. This challenge was particularly important in deciding how much to invest in Skroutz, as they wanted to prove the direct correlation between media spend and sales growth.

SOLUTION

In collaboration with Skroutz and Convert Group, ALTEX implemented a series of test campaigns designed to measure the incremental impact of retail media. The approach included:

- **Test-and-Learn Campaigns:** Running targeted campaigns to gather data on how increased media spend influenced sales, visibility, and consumer engagement.
- **Incrementality Analysis:** Using Skroutz Market Intelligence to track and analyze KPIs such as ROAS, incremental sales value, and consumer interactions.
- **Data-Driven Decisions:** Assessing the results to determine the true impact of the marketing investments and validate the additional value generated.

RESULTS

The increased investment led to remarkable outcomes:

- **Outstanding ROAS:** The extended campaigns continued to achieve an average ROAS of **14.4x**, reflecting the high return on the increased budget.
- **Significant Incremental Sales Growth:** The additional investment resulted in a **74%** increase in incremental sales value, highlighting the direct impact of the increased spend.
- **Enhanced Product Visibility:** Product pageviews rose by **507.2%**, demonstrating the effectiveness of the media spend in boosting visibility and consumer engagement.

PROVING RETAIL MEDIA INCREMENTALITY

ALTEX utilized key metrics like **incremental sales** and **iROAS** to justify increased investment based on clear, proven incremental results. By analyzing incremental sales, ALTEX was able to **isolate additional revenue** directly generated by the campaign. iROAS further clarified the return on this incremental spend, ensuring accurate attribution of sales to specific marketing efforts.

THE FLYWHEEL EFFECT

The successful test-and-learn campaigns demonstrated a classic **flywheel effect in action**. The initial investments created momentum by enhancing product visibility and driving higher engagement. This led to increased sales, which further fueled consumer interest and improved brand presence on Skrutz. The cycle of positive results and growing consumer interaction created a self-reinforcing loop, where each success built upon the last, generating progressively greater returns.

DOUBLING THE INVESTMENT

Based on the success of the trial period, which **proved a 7x ROI** and demonstrated clear retail media incrementality, ALTEX SA decided to double its yearly retail media investment on Skrutz. This strategic decision was influenced by:

- **Proven Success:** The strong performance metrics from the test campaigns, including high ROAS and significant sales growth, demonstrated that additional investment would likely continue to drive substantial returns.
- **Strategic Allocation:** The positive effects of the initial campaigns, such as increased visibility and engagement, justified a larger budget allocation, leveraging the flywheel effect to amplify success.