



Case study

Boozt Media Partnership x Bisgaard

Boozt x Bisgaard

Sponsored products



Bisgaard sought to enhance its visibility and drive sales for specific products, aiming to reach a broader audience and increase overall product engagement. To achieve this, they leveraged Sponsored Products, a targeted advertising solution designed to promote products directly in listings and product detail pages. By using this strategy, Bisgaard effectively highlighted their key offerings over 4 months, attracting potential customers at critical decision-making moments and boosting both visibility and sales performance.

Boozt x Bisgaard Campaign evaluation

The results speak for themselves. The initiative delivered impressive outcomes, and Bisgaard has been highly satisfied with the opportunities provided by Boozt.

9.92

Avg. Return On Ad Spend

16.83%

Avg. Conversion Rate

30%

New Customers out of all active

Boozt x Bisgaard

Overall performance

In the period where Sponsored Products generated most clicks

Brandwall pageviews

The brandwall pageviews increased by 48% vs. the period before. In the entire campaign period, the time spend on brandwall increased by 7%

+48%

Brandwall pageviews

ROAS on most seen SKU/PDP

The most viewed SKU in the period had 1156 clicks on Sponsored Products with a conversion rate on 43,6% and a ROAS of 27.81

27.81

Return On Ad Spend

Items sold on most seen SKU/PDP

The most viewed SKU had the highest sales in the period. Hereof, 30% of the items sold was attributed from Sponsored Products. Almost 9% of the PDP views was traffic/clicks generated by Sponsored Products

30%

Items sold (SP)

Sponsored products

Interested in hearing more?

Push specific products with specific targeting based on knowledge from the Boozt Data Intelligence tool, which can increase profitability by upwards of 28x compared to non-sponsored products.

For more information see the BMP Mediakit.

