



PROFIT BIDDING: HOW TO INCREASE ECOMMERCE MARGINS

STORES.



CASE STUDY



Main Challenge

Optimize the approach to managing advertising campaigns by shifting from a **logic based solely on ROAS** (Return On Advertising Spend) to one **focused on POAS** (net profit), with the aim of **maximizing margins on advertising investment**.

How To

We worked with the De'Longhi team following three steps: **setting up a conversion tag** to track the net profit of sold products, **monitoring the collected data** for consistency and, finally, **optimizing the campaigns using net profit as the main parameter**.

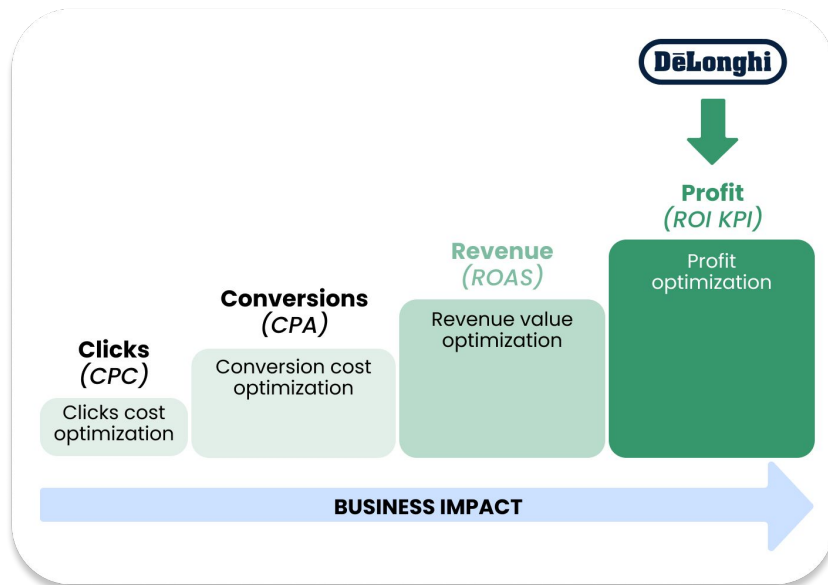
Key Wins

In the activated countries, **e-commerce sales margins** increased by an average of **+9%** YoY.

The implementation of Profit Bidding has enabled De'Longhi to:

- **Increase final margins** by reducing the cost impact of sold products.
- Turn digital campaigns into a **strategic lever** for improving the company's profitability.

Evolution of the advertising approach



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