

How DinMo Helped Ankorstore Reduce Its Customer Acquisition Cost by 20%

Introduction

In the competitive world of ecommerce, companies constantly face the challenge of capturing customers' attention in a saturated digital landscape while managing increasing customer acquisition costs.

In this context, Ankorstore, a French unicorn connecting major brands with independent retailers, aimed to further penetrate the market and retain users, while limiting marketing campaign costs.

Our challenge was significant: **How to support substantial growth while decreasing customer acquisition costs?**

That's where DinMo stepped in, **enabling Ankorstore to have a ROI for the tool of 20.**

Needs

Ankorstore wanted to enhance the profitability of its digital marketing campaigns through smarter targeting.

The goal was to capitalize on its first party data to reach high-potential segments and optimize its ROI.

In this context, Ankorstore's marketing teams needed autonomy to create customer segments and send them to their marketing platforms, even though they had no technical expertise.



"We chose DinMo because the solution was easy to implement. In just 1 hour, everything was set up. We could build our segments ourselves and use them directly in Google Ads."

Sylvain Sengbandith, Lead Performance Marketing

DinMo's Role

DinMo provided Ankorstore with a tailored solution that helped overcome these challenges. Through our modular Customer Data Platform, which integrates seamlessly with Google BigQuery, Ankorstore's marketing teams have gained autonomy in their initiatives. Our platform facilitated the creation and synchronization of audiences on Google Ads.

Following our audit, the first strategy implemented on their remarketing campaigns was to exclude existing customers in order to reduce acquisition costs. In just a few minutes, Ankorstore synchronized its customer database with Google Ads and implemented its exclusion strategy, ensuring better performance.



Results

The collaboration between DinMo and Ankorstore yielded measurable results, illustrating the potential of leveraging customer data to reduce customer acquisition costs. Here are some of the most significant outcomes:

1 20% Reduction in CPA

Improved targeting efficiency led to a **20% decrease in the cost per acquisition**. In a saturated and costly marketing environment, this reduction is crucial for long-term profitability.

2 24% Increase in conversion rate

Using DinMo resulted in a **24% increase in attributed conversions** on Google Ads, reflecting both better profitability of advertising expenses and a deeper understanding of customer needs and behaviors

3 Enhanced Customer Experience

By avoiding displaying ads to independent retailers who had already placed orders with brands, DinMo contributed to maintaining a pleasant user experience on Ankorstore's website. This strengthens platform loyalty and adds value to the overall customer journey.

"In less than a month, we already had significant performance. On our non-brand campaign, we measured an average conversion rate of +24% and a CPA reduction of -20%."

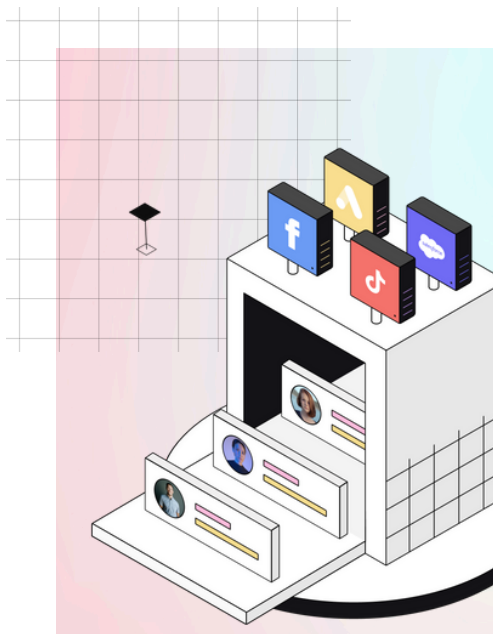
Sylvain Sengbandith, Lead Performance Marketing

Next steps

Ankorstore's marketing teams will continue to use DinMo for audience strategies on Google Ads and other advertising platforms. Ankorstore also plans to launch new activation systems.

A lead scoring model will be developed and synchronized with platforms via DinMo to optimize acquisition for their Ideal Customer Profiles (ICPs).

To gain a comprehensive view of the multichannel customer journey and further reduce acquisition costs, Ankorstore will use DinMo to send its online and offline events to the conversion APIs of its platforms.



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Good luck with your digital marketing projects!



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