



CASE STUDY

Why iCrossing and Bridgestone Chose RevJet for Dynamic Creative Optimization

THE CHALLENGE THAT FORCED CHANGE

iCrossing had a challenge. As the agency partner for Bridgestone, they were tasked with executing on their vision for Dynamic Creative Optimization (DCO). However, their DCO vendor at the time was unable to keep up with the demands of their dynamic program. The cumbersome nature of that vendor’s platform led to long lead times and cost overruns. This meant that while using that vendor’s technology, iCrossing was unable to efficiently assemble personalized creatives and then connect those with business results. They couldn’t draw insights and make optimizations as they wanted. A change needed to be made, and iCrossing chose RevJet to make that change. Here’s why.

Background Image

Sub-Headline
 A SET OF 4 DRIVEGAURD TIRES
 GET THE COUPON
 FIRESTONE FR710 ALL-SEASON TIRES
 FOR A STANDARD OIL CHANGE
 GET THE COUPON!

Offer Dates
 5/26 - 5/29

Headline
 GET \$70 OFF
 GET 10% OFF
 ONLY \$19.99

Icons

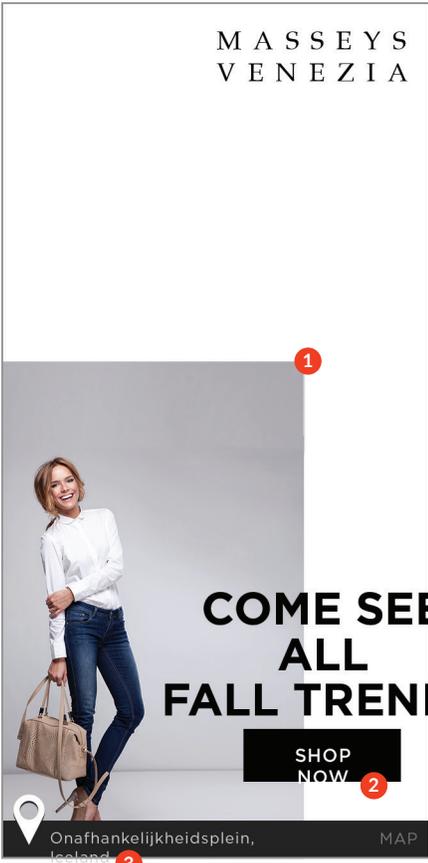
Dynamic Creative Optimization (DCO) powers campaigns by creating a wide variety of ads tailored and customized for specific audiences. While this may sound tedious, when done correctly, using DCO allows for automatic personalization at scale.

THE PATH TO THIS POINT

Jeffrey Freeman, Bridgestone’s Digital Media Manager, describes the company’s two main goals: sell tires, and provide care to the “bosses.” Bridgestone looks to their customers to engage and drive the focus of the company. “[The customers] literally are the boss,” Freeman explained. “We are here to serve their needs.” Traditionally Bridgestone focused on lower funnel, direct response campaigns. However, this year iCrossing helped Bridgestone expand their digital strategy to include a full-funnel approach, driving the boss through a purchase journey, starting with awareness campaigns.

Samantha Sowinski, Director of Media Strategy at iCrossing, said “It was very difficult to get results because the previous vendor was not able to marry the data between what was happening in an ad and the message that was being displayed, to what was actually happening on the back end.” They were targeting customers with ads they believed were relevant, but had limited data points to know what was driving phone calls, store visits, and coupon downloads. It was impossible to dive deeper to know the full value of each creative.

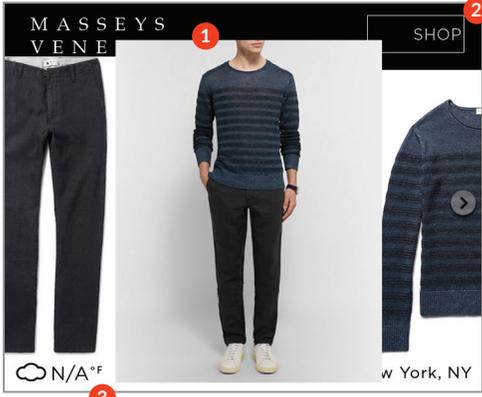
iCrossing’s creative team found their previous workflow unwieldy, even when making the most simple changes to creative. Kayu Tai, Creative Director at iCrossing, explained, “It was a weird thing because there were templates not sizing correctly 90% of the time. We were really limited to the way we could edit. It was really frustrating because there’s no way we could create one template that worked across 110 ads every single month. We needed flexibility to make changes at scale and that was the missing part that really constrained us.”





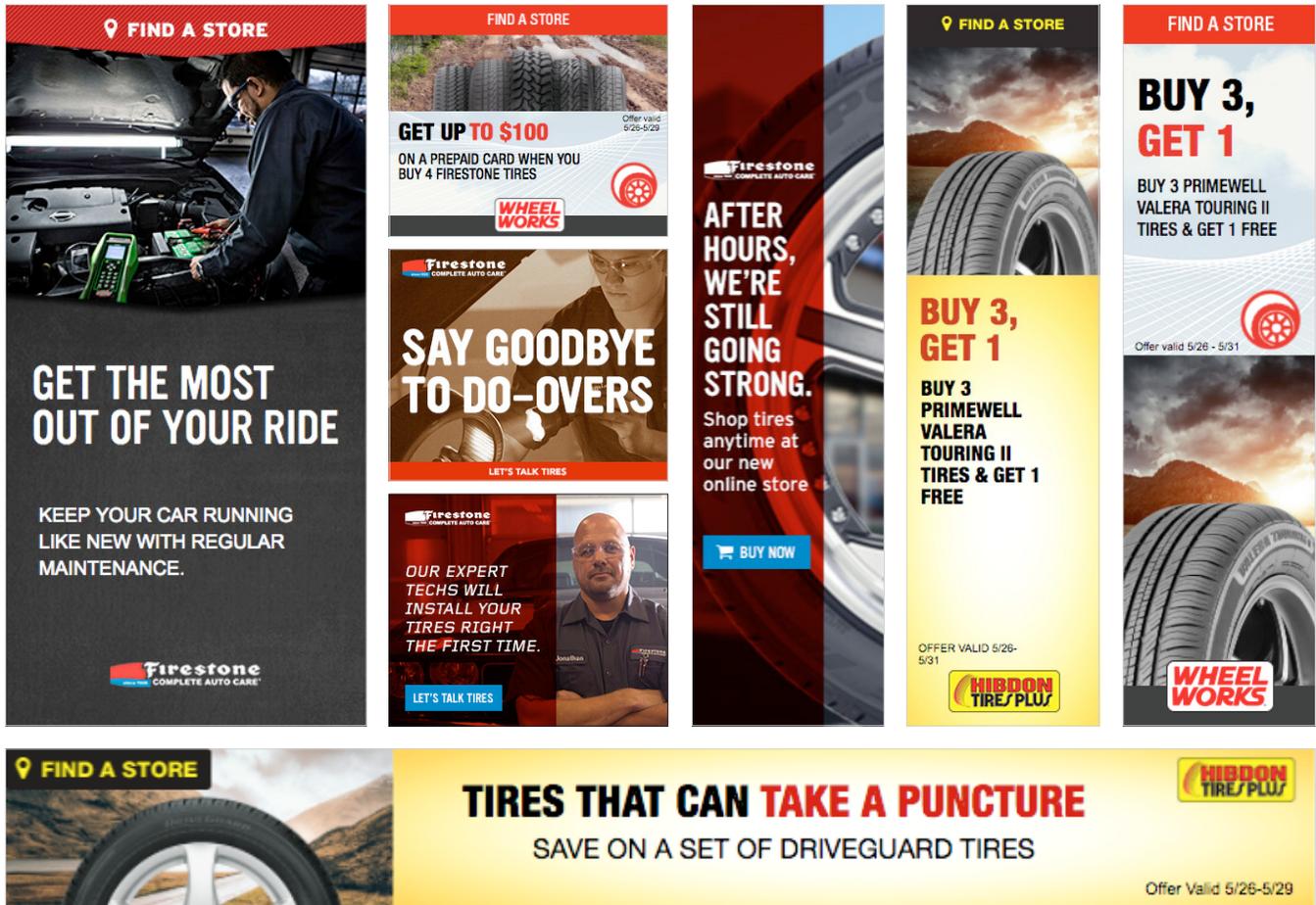
COMMON ERRORS

1. Image scale, position and layer order do not match the template’s design requirements
2. Text formatting breaks. When new copy is introduced it often requires new templates
3. Dynamic Content population is unavailable due to broken communication with data servers
4. Quality can degrade depending on how elements were created or linked



REVJET TO THE RESCUE

The RevJet Operating System has made “a world of difference,” according to Freeman. It made what was once complex, simple. “With RevJet, we can now develop multiple creative assets in a very quick fashion, and then turn around and get that message published and up on whatever campaign we’re running. We can now move quickly,” Freeman explained.

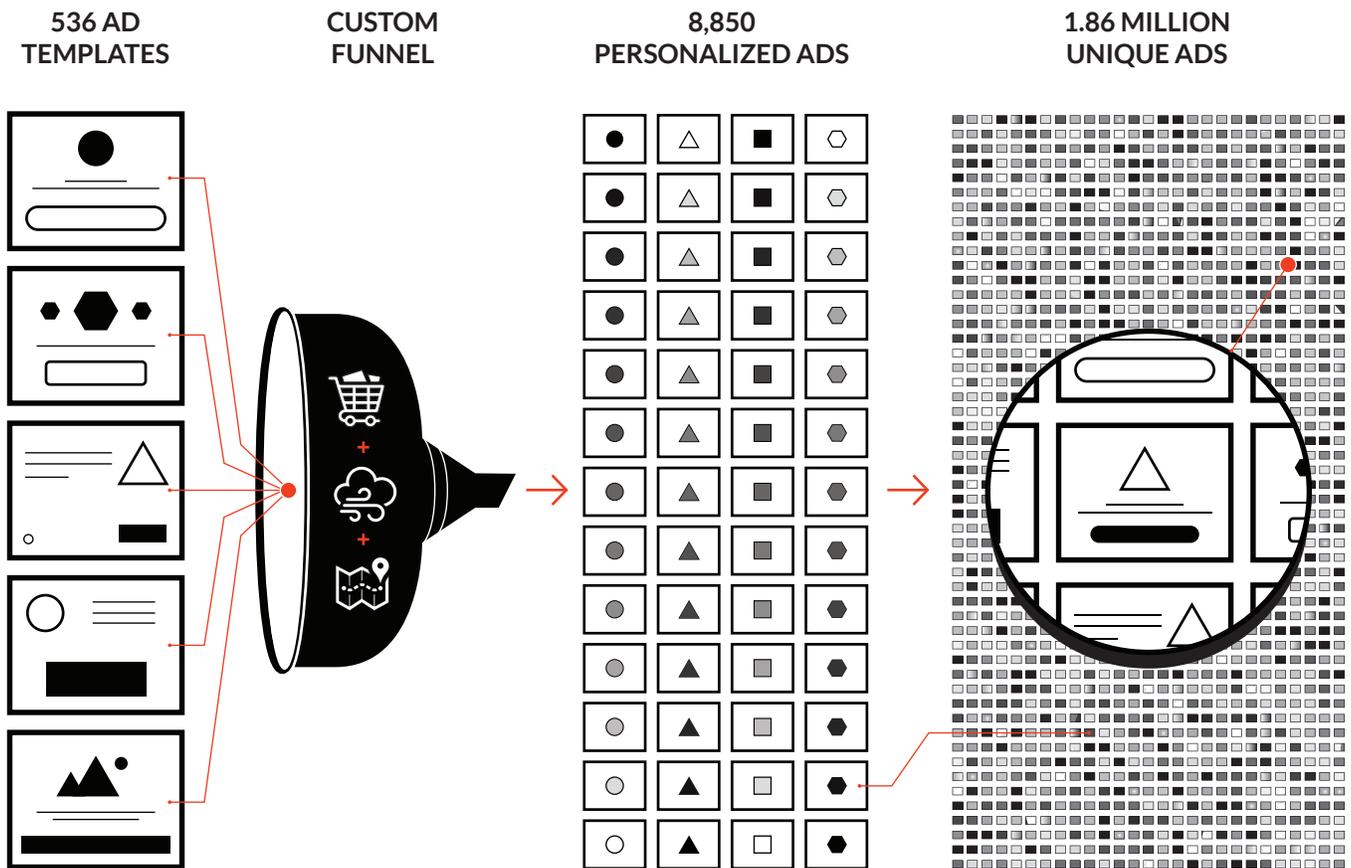


RevJet has given the iCrossing team more control over branding. Bridgestone operates multiple brands including Firestone Complete Auto Care, Wheel Works, Tires Plus, and Hibdon Tires Plus. “I really like that we are able to do multiple tests to prove what we’re doing with the brands, and see what is working and what isn’t,” Tai commented.

By tying RevJet into Bridgestone’s direct media buys, Bridgestone’s massive set of data is now able to deliver more personalized and contextually relevant messages. This is especially valuable to Bridgestone, because consumer needs differ depending on location and current weather. For example, someone in sunny Santa Monica should see an ad for a summer tire built for performance, while an ad for winter tires with deep tread should be served to someone in cold and snowy Boston.

AN EXPLOSION OF PRODUCTIVITY

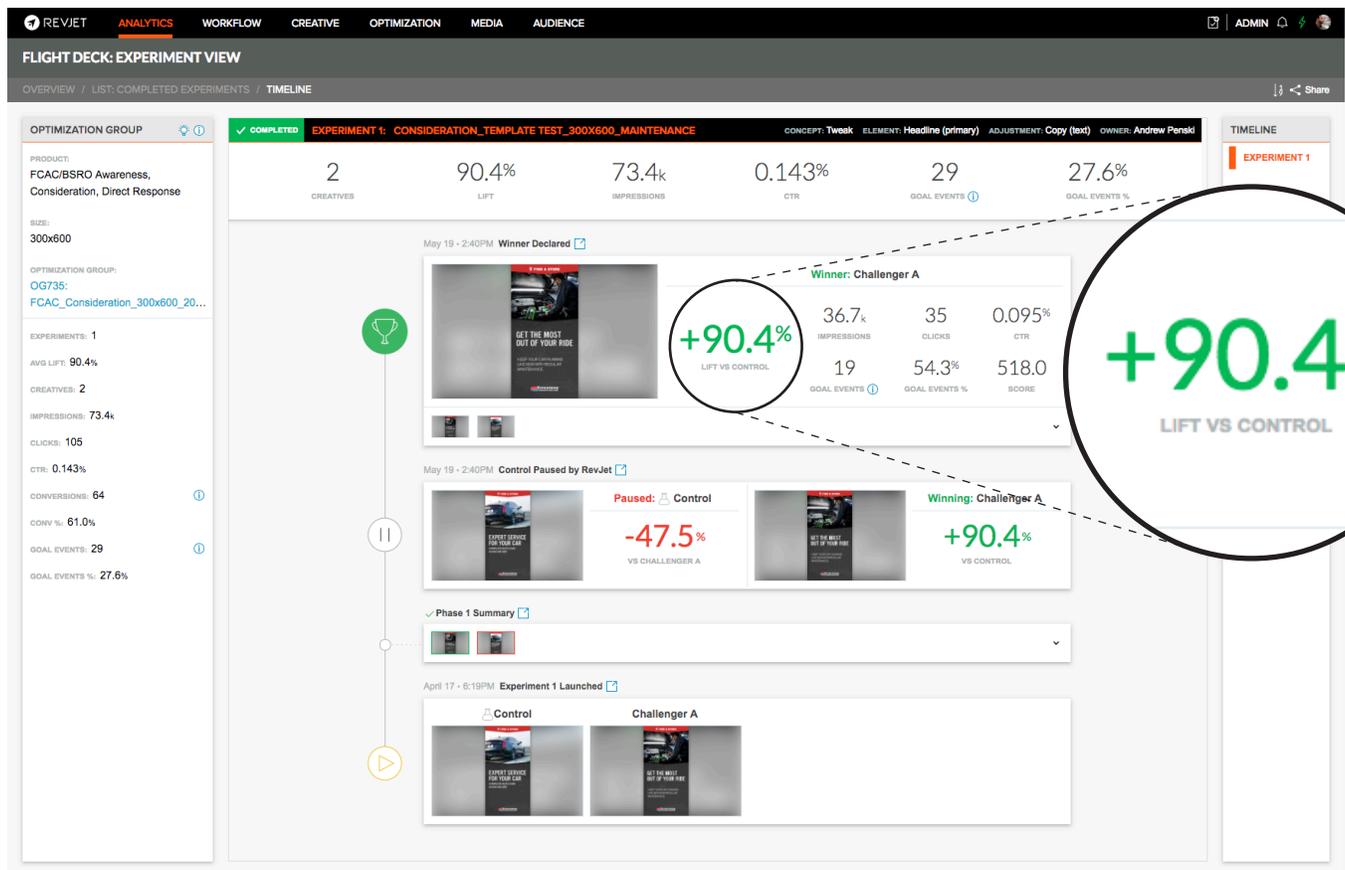
Working with RevJet gave iCrossing ad creative superpowers to dramatically increase Bridgestone’s online presence. Along with advanced audience segments, iCrossing began creating ads “sliced and diced” in many ways, including type of service and outreach tactic. Along with NextREV Digital, RevJet’s creative optimization consultancy, iCrossing was able to easily produce more than 500 ad templates. Then, within the RevJet Operating system, each of these ad templates were combined with the current weather, user’s location, and phase of the sales funnel. With little work, this led to 8,850 Bridgestone personalized ads during their first five months on the RevJet Platform.



Ads also include the local temperature and region, allowing the nearest Bridgestone retail locations to be dynamically determined and shown to the user. When these additional geolocation factors are included, Bridgestone and iCrossing have created 1.86 million unique ads across the United States using the RevJet Operating System - all in only five months.

UNEXPECTED BENEFITS OF LIFE ON THE REVJET OPERATING SYSTEM

The creative team at iCrossing is most impressed by the improvement to their ad production process. It has radically decreased the time from idea to impression. Keeping workflow processes within RevJet has proven more efficient than their previous practices. “RevJet’s workflow was a definite surprise. Our team actually prefers working within the RevJet system from the take off of the assignment. I didn’t know that we would utilize and appreciate that,” Tai explained.



Customer phone calls are instrumental to Bridgestone’s business. When iCrossing analyzed creative performance and realized that 30% of callers to retail locations had seen a display ad, they needed to adjust their strategy on the fly. Through testing creative variations of Direct Response ads against each audience, iCrossing applied those learnings to drive significantly more calls and visits to local stores.

For the media team, one of the most interesting aspects of working with RevJet is, “being able to tie creative and actual concepts or elements that we’re testing to actions, and iterating on those ads,” Sowinski said. “Even if one ad is successful, how can we iterate it and make it even more successful? Being able to see that in the RevJet dashboard and tying into the backend metrics we’re measuring is hugely impactful.”

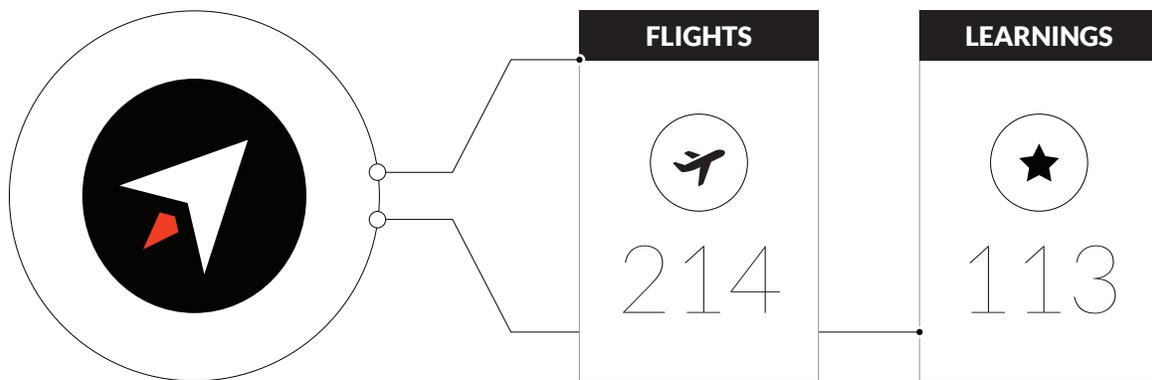
NEXTREV MAKES ADOPTION EASY

All three teams at iCrossing - analytics, creative, and media - work with NextREV Digital to generate meaningful performance improvements across their campaigns. NextREV is RevJet’s in-house creative optimization and strategy consultants. iCrossing and Bridgestone team members universally praised the NextREV team for the quality and speed of their work.

“My biggest concern walking in was the customer success and level of support we would receive, but that has now gone completely away,” Samantha Sowinski said. She continued by saying that NextREV Digital has been, “super responsive and really wonderful to work with. I really feel like the team cares about our business, so that’s been very refreshing.”

TRANSFORMING TEAMS WITH GREATER EFFICIENCY

RevJet has made inter-team interactions more effective. Senior Director of Analytics Bijoy Chacko said. “We work much closer with the creative team. We are routinely conversing about what creatives were executed, what insights we have, and which creatives worked really well.”



The relationship between iCrossing and Bridgestone has also benefited from the implementation of RevJet. Jeffrey Freeman said there is a noticeable difference in the amount of time for iCrossing to produce ads, thanks to RevJet enabling smarter and faster ad creation and experimentation. Elizabeth Smith, Account Director at iCrossing who oversees the relationship, echoed Freeman’s comments by saying, “We see the platform streamlining all of our processes and allowing us to become more efficient and more effective in all of our creatives, which stems from the ability to get insights and act on them.”