



# VANTAGE GENERATES NEW SHOPPERS AND SALES WITH LOWE'S MARKETING PARTNERSHIPS

Home improvement giant Lowe's used the Vantage Digital Co-op Advertising Platform to create new partnerships with thousands of brands and drive sales growth together.

One of the key results of Lowe's collaboration with Vantage was a huge Return On Ad Spend (ROAS) from innovative brands Swiss Krono USA, and Cub Cadet.

## Background

Success in today's retail environment requires leading retailers and their brand partners to seek every opportunity to collaborate. There are significant opportunities to co-operate to understand customers, maintain relevance, and leverage real-time data to win.

*"We know that two things are occurring in home improvement. Number one, customers are much more likely to go online to research a purchase even though that purchase may be made in the store... We also understand that ecommerce gives us the best opportunity to show our customers a depth and breadth of product assortment and selection that we cannot replicate in the store."*

*Lowe's CEO Marvin Ellison speaking about the role of ecommerce in the home improvement sector at Goldman Sachs 25th Annual Global Retailing Conference.*

Vantage worked with Tanbir Grover, VP of Ecommerce for Lowe's Canada, to develop and implement a scalable digital marketing solution. Vantage enabled Lowe's and its brand partners to reach millions of home improvement shoppers with ads containing the right messages at the right times.

Lowe's wanted to leverage real-time shopping data to maximize their ROAS, starting with two new brands, Swiss Krono USA and Cub Cadet.

*"The sales generated were really impressive. Great results driving a lot of online sales for Swiss Krono USA on Lowe's."*

*Reid Wood, VP Sales, Swiss Krono USA*

## THE CHALLENGE

### How to Partner in Real Time with Thousands of Brands

Speak to any Head of Merchandising about their schedules and they'll tell you there aren't enough hours in a day. There are only so many brands they can partner with, and only so much time they can dedicate to each one. They often default to giving priority to the largest brands with the highest budgets for shopper marketing.

At the same time, they could use answers to these questions:

### How can we activate relationships with "longtail brands" to deliver huge returns at a reasonable cost to the retailer?

Vantage makes it easy for retailers to partner and collaborate with their entire roster of brands to drive mutually profitable sales with minimal effort.

## TWO CAMPAIGNS, ONE GOAL

Lowe's main campaign goal was to enhance their already strong reputation for fostering great relationships with vendor partners. Lowe's wanted to leverage their vast amount of shopping data and provide new opportunities to smaller, forward-thinking vendors like Swiss Krono USA and brands like Cub Cadet.

### Lowe's Marketing Partnerships Powered by Vantage

Vantage provided Lowe's with a turnkey solution that enabled the home improvement giant to roll out highly effective digital co-op ad campaigns in just days.

Using real-time shopping behavior observed on the website, Vantage created custom targeted audiences and applied proprietary algorithms to present ads to the right shoppers at times they were most likely to make a purchase.

Swiss Krono USA and Cub Cadet used Vantage to create hundreds of variants of ads with just a few clicks. This eliminated lengthy ad content creation cycles, reducing the entire process from weeks to hours.

To ensure the greatest ROAS, the Vantage AI platform automatically determined the initial bidding and budgeting strategies, and then re-allocated budget to the top-performing ads, placements, and channels. Vantage's exclusive partnerships with Facebook and Google helped maximize ROAS for Lowe's, Swiss Krono USA, and Cub Cadet.

### Vantage Delivers Incredible Results

Swiss Krono USA and Cub Cadet had modest advertising budgets and were excited to have the opportunity to drive traffic to their products on the Lowe's ecommerce site – especially with the transparency Vantage offered.

### Massive Returns on Minimal Investment

As a Google Global Partner and Global Facebook Marketing Partner, Vantage's game-changing Digital Co-op Advertising Platform helped Lowe's:

▶ **31.2X**  
ROAS for Swiss  
Krono USA

▶ **23.5X**  
ROAS for Cub  
Cadet's retargeting  
campaigns



Drive profitable new customers to their home improvement ecommerce site and in store



Unlock the value of ad budgets for their long-tail brands



Ensure high returns on minimal time and resource investment



Increase the lifetime value of all your customers

Partner with Vantage to provide a smarter, more profitable customer experience and unlock new revenue today!

Email: [partnerships@gotvantage.com](mailto:partnerships@gotvantage.com)

