

Crate&Barrel

About Crate and Barrel

Euromarket Designs, Inc., doing business as Crate and Barrel, operates a chain of stores in the United States. It sells products in categories of outdoor living, dinnerware, flatware, drinkware, serving dishes, table linens, kitchen accessories, gourmet foods, furniture, rugs, curtains, lighting, home accessories, and bedding and bath products. The company was founded in 1962 and is headquartered in Northbrook, Illinois.

"We saw a very strong CTR on our mobile campaign with AdMob and are excited to continue to invest in mobile advertising in the future."

*—John Seebeck, VP,
eCommerce at Crate and Barrel*

Results

- **3.48%** CTR across all mobile ads
- **15%** CTR on iPad ads
- CTR performance substantially higher than online display
- **34.5K+** users sent to Crate and Barrel website
- **1M** impressions on rich media ad units

Crate and Barrel engages mobile users through rich media ad units on the AdMob network.

Goal

Crate and Barrel invested in a mobile website to provide the best possible user experience for mobile shoppers. The furniture company worked with AdMob to drive awareness and traffic to this website through display advertising.

A secondary goal of the campaign was to increase understanding of the mobile advertising opportunity for retailers. As mobile traffic to the Crate and Barrel website continues to grow, improving this experience for potential customers has a measurable impact on engagement of this fast growing audience.

Solution

Crate and Barrel took advantage of a variety of rich media ad units to maximize user interaction on mobile devices. By complementing traditional banner ads with interactive interstitials and full screen expandable ads, Crate and Barrel provided users with an immersive experience to drive awareness of both the product line and mobile website.

Crate and Barrel Multi-panel Banner Ads



The multi-panel banner ad unit allows users to see multiple banner ads in a single impression by rotating through different creative. The motion of the banners is an eye-catching way to get the user's attention and all banners are clickable. Crate and Barrel leveraged multi-panel banners to showcase a range of products.

Crate and Barrel Canvas Ad

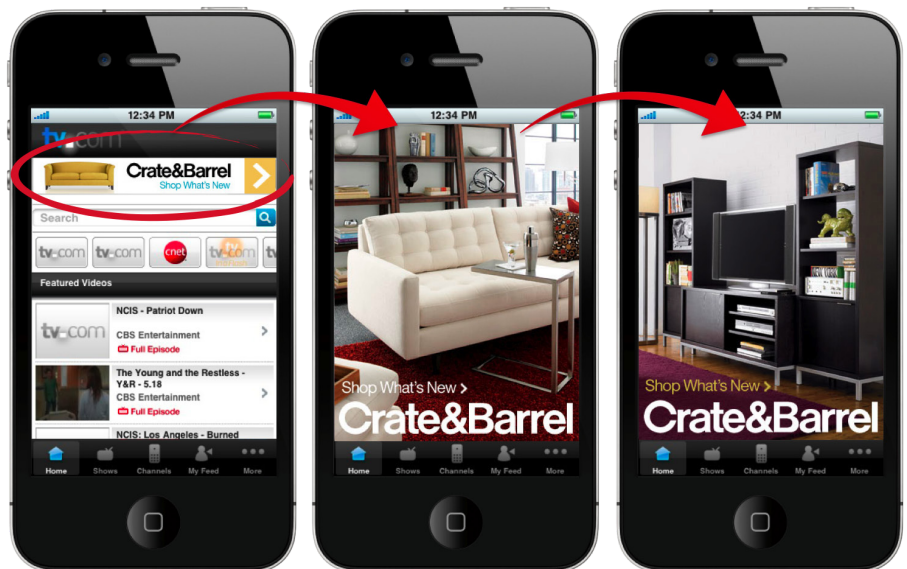


*Crate and Barrel banner ad
in tv.com app*

*Canvas ad expands
from banner*

Customizable canvas ads expand on the standard banner functionality by opening up a larger ad unit from a click. Consider the custom canvas to be your mobile landing page where you can engage customers with a full range of possible actions. It allows the user to learn more about your product and engage with your brand without taking them out of their app user experience.

Crate and Barrel Animated Expandable Ad



*Crate and Barrel banner ad
in tv.com app*

*1st animated
expandable image*

*2nd animated
expandable image*

Fullscreen animated expandable ads allow you to engage users with maximum screen real estate and eye-catching animation as it cycles through images. This ad unit gave Crate and Barrel the ability to showcase more items from a single collection in a compelling way.

Crate and Barrel Interactive Interstitial Ad



User opens tv.com app

tv.com app loads

Interactive Interstitial ad open on app load

Interactive interstitials build on the engagement an expandable ad provides by opening when users launch an application. This provides endless possibilities to engage users with rich visuals, animations and a range of calls to action in an attention-grabbing mobile advertising format. Crate and Barrel took advantage of interstitials to showcase larger products and led users directly to their mobile store.

Crate and Barrel iPad Ads



iPad image Ad (M-Rec)

iPad image Ad (Leaderboard)

CPM image ads on the AdMob iPad network take advantage of the larger screen size on iPad devices, enabling Crate and Barrel to highlight products in standard online ad sizes.