

**U.S. POLO ASSN.**  
SINCE 1890



**U.S. Polo Assn.**

**Increased Return On Ad Spend**

**by 135% without increasing**

**their advertising budget**

We've been worried about our advertising spend for quite a while; it was demanding a huge chunk of our digital marketing budget but wasn't delivering the ROAS we expected. We were happy that we were able to find a solution in Insider's Predictive Ad Audiences. Not only has the tech unlocked significant value from our digital marketing budget, the team at Insider is also super knowledgeable and great to work with.

**Tuba Hamzaoglu**  
Digital Marketing and Social Media Manager

## About U.S. Polo Association

U.S. Polo Assn. is the official brand of the United States Polo Association (USPA), the governing body for the sport of polo in the United States. The company offers apparel for the entire family as well as accessories, footwear, travel and home goods in more than 160 countries. Their products are distributed worldwide via more than 1,000 mono-branded stores, as well as in boutiques, department stores and on their website.

### How to Boost eCommerce Conversion Rates without Increasing Advertising Spend?

Facing the challenge of low eCommerce conversion rates from the traffic generated via Google Ads, U.S. Polo Assn. decided to work with Insider to find a way to use their existing digital marketing budget more effectively.

In digital marketing, as Cost Per Click is on the rise, acquiring new customers is getting more and more expensive, while customer lifetime value is decreasing. U.S. Polo Assn. wanted to boost the conversion rate of their Google Ads and increase revenue, all within their existing Google Ads budget.

## Using AI-Powered Predictive Segments in Ad Channels to Prevent Marketing Waste

Working together with U.S. Polo Assn., Insider's Growth Consultants recommended that they target a valuable segment of users that would be most likely to convert, thus improving the Return on Ad Spend (ROAS).

Using **Insider's Likelihood to Purchase Algorithm** - which uses AI-backed technology to predict users' future behaviours and segment them - in advertising channels. U.S. Polo Assn. was able to target only those users who displayed the highest purchase intent. This highly valuable user segment was then targeted via Google Ads, ensuring that U.S. Polo Assn.'s advertising budget was only being spent in areas where it would have the greatest impact. The results were astounding.

### Triple-Figure Uplift in Conversion Rate & Return On Ad Spend

After monitoring the impact of the search campaigns, U.S. Polo Assn. found that their **conversion rate increased by 311.11%**, their **ROAS increased by 135.03%**, and their **Customer Acquisition Cost decreased by 58.58%**.

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