



# Rakuten Marketing

**95%** increase in conversion with IR's off-site experimentation tool

## A PARTNER SUCCESS STORY

Rakuten Marketing Japan (RMJP) are partnered with Intelligent Reach (IR) as their exclusive data feed and product optimisation partner., providing a best-in-class technology platform that allows them to manage all day to day interactions with data feeds, quickly, easily and accurately.

The RMJP team have successfully leveraged the IR platform's Experimentation Module in order to optimise product data for their client's (Sanyo iStore) marketing channels, to hone and control product visibility, whilst also increasing CTR's, Conversion Rates, Revenue and ROAS.



## WHAT DIFFERENCE DOES A WORD MAKE?

Using the IR platform to experiment with product titles has helped RMJP increase Sanyo's product relevance, visibility and conversion. They have transformed content optimisation into a scalable, proof-driven process and ensured the right products were seen and clicked more frequently by higher-converting buyers by matching consumer intent with product information.

**+42%**

Impressions

**+37%**

Clicks

**+95%**

Conversion

**+69%**

Conversion Rate

**+77%**

Sales

**+60%**

AOV

Contact Us

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# WHAT IS INTELLIGENT REACH?



Intelligent Reach is a product visibility platform for retailers and brands needing to ensure their products are found by shoppers, where and when they are looking to buy.

IR's scientific insight allows retailers to make key product-level decisions based on consumer behaviour and performance. Intelligent Reach is the only platform to enable content experiments on imagery, titles, categories and promotions to drive high converting shoppers to customer websites and apps.

## TRANSFORM ONLINE ROI

- Increase offsite product visibility
- Optimise for context to get found by ideal customers
- Connect the online consumer to the physical store

**Average 34% increase in revenue in the first 6 months**

## AUTOMATE PRODUCT DECISIONS

- Drive performance scientifically
- Auto-decision making with machine learning
- Analyse and assess efficacy of product groupings

**8.5m data improvements every minute**

## EXPERIMENT AT SCALE

- Test variations product titles, categories and images, off-site
- Drive real performance through informed decisions
- Respond rapidly to trends

**70% orders increase for a UK Fashion retailer**

**“We’re happy to have a great partnership with Intelligent Reach in the Japanese market. Their powerful experimentation tool allows us to prove significant improvements in ad performance due to product data optimisation.”**

Nozomu Miki, Office Manager of New Business Development,  
Rakuten Marketing Japan



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