EQUATIV RETAILINK by FNAC DARTY

Whirlpool P&G

CASE STUDY




# Bringing the Store to the Open Web: Omnichannel Growth for Whirlpool & P&G

**+157% CTR Uplift**
0.18% vs. 0.07% category baseline

**+20 pts Viewability**
62% vs. 42% non-shoppable baseline

**+0.6 ROAS Uplift**
vs. Retailink off-site appliance benchmark

- **Product:** Equativ Shoppable Ads (Dynamic Product Feed Carousel)
- **Audience:** High-intent shoppers actively researching washing machines and dryers in France, reached via Retailink deterministic first-party retail data
- **Campaign Goals:** Expand brand awareness beyond retailer walls, drive active consideration in a low-click appliance category, and connect open-web exposure directly to retailer sales
- **Region:** France

## Context

Shopper journeys are increasingly fragmented across retailer ecosystems and the open web, making it difficult for brands to maintain relevance along the full path to purchase. For high-consideration, durable categories like large domestic appliances (white goods), capturing genuine shopper engagement off-site has historically faced steep hurdles, often resulting in passive, sub-0.1% display performance.
To overcome this, Whirlpool and Procter & Gamble partnered with Retailink and Equativ to extend retail media beyond the retailer's walled garden. The goal: transform passive programmatic impressions into an interactive storefront, preserving product relevance and driving measurable omnichannel sales.

## Solution

**Interactive Shoppable Formats:** We deployed a five-product interactive carousel dynamically synchronized with Fnac Darty's real-time catalog. By embedding live pricing, imagery, and product specs into open-web ad units, the format arrested user scroll and transformed standard banner space into an intuitive discovery portal.

**Deterministic Retail Audience Extension:** The campaign leveraged Retailink's first-party retail data to pinpoint consumers researching large appliances. Extending these deterministic signals off-site ensured impressions reached verified in-market buyers rather than broad, low-intent traffic.

**Contextual Alignment:** Creative units strictly targeted high-intent appliance contexts across the open web. Aligning premium editorial environments with live retailer inventory maintained editorial relevance and seamlessly guided shoppers toward relevant laundry solutions.

**Real-Time Algorithmic Optimization:** Live feed integration kept pricing and stock accurate while machine learning continuously prioritized the highest-performing models. Per the iligo study, this real-time tuning captured 2.1x longer attention and lifted viewability to 62% (+20 pts).