



Shoppable Ads at Scale: How Click2Cart® Drove Better iROAS Across Campaigns

Over the course of 2024, a major beverage brand worked with **PEQ** to optimize and measure the effectiveness of its digital advertising. As part of this ongoing effort, the brand tested the impact of **SmartCommerce's Click2Cart®** technology across **multiple campaigns throughout the year**.

PEQ's platform compared performance between ad units with **shoppable Click2Cart® functionality** and standard non-shoppable units, using their advanced measurement engine.

RESULTS

+6% Lift in iROAS

Shoppable units with Click2Cart® consistently outperformed standard units, delivering a **6% increase in incremental Return on Ad Spend**.

3.6x More Investment — Still Outperformed

Despite receiving **3.6x more media spend**, Click2Cart® units continued to deliver stronger results—**outperforming at scale**.

Defied Diminishing Returns

PEQ's modeling accounts for diminishing returns. The fact that Click2Cart® units outperformed **even under higher saturation** proves their ability to scale efficiently and drive better outcomes.

Add-to-Cart Performance

● Spend ● iROAS

