

# Introduction to Remarketing

Case Studies

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# Remarketing Can Leverage Other Media

## The Campaign:

A consumer software company advertising broadly on television and other media wanted to generate additional leads via leveraging a large remarketing campaign.



# Clearly Establish Goals and Attribution

## The Campaign and Goals:

A consumer software company advertising broadly on television and other media wanted to generate additional leads via leveraging a large remarketing campaign.

Click-based CPA of \$10 at high scale. No credit for view-through conversions.

Company was buying search, online display, television and radio – they also had a Super Bowl ad during the course of the campaign.



# Create Multiple Retargeting Campaigns

## The Plan:

- Place cookie container on advertiser site and add “unpixel” container on conversion page
- Place cookie container on ad clicks
- Create remarketing campaigns on multiple aggregators and ad exchanges to target site visitors and campaign clickers separately to optimize ads for organic and generated demand
- Vary CPM bids and daily budget per site based on site eCPA on a click-basis (view-throughs would be much more generous)

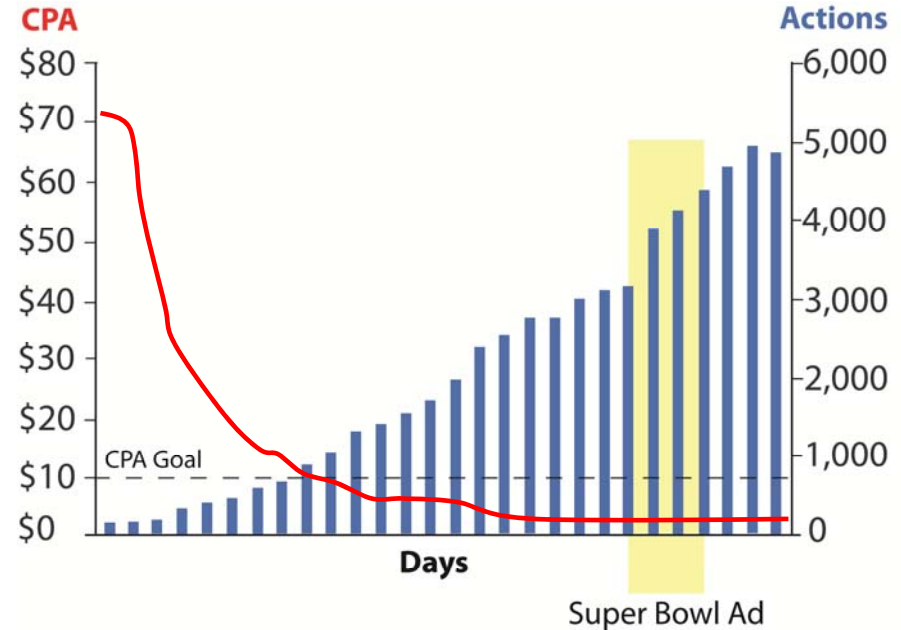


# Advertiser Exceeded Volume & CPA Goals

## The Results:

With remarketing client reached its CPA goal within 10 days of starting the campaign, and scaled significantly. Super Bowl Ad provided a clear pop in terms of remarketing volume.

Remarketing customers drove a 6-10x higher ROI than regular display traffic.



# Managing “In Campaign” Remarketing

## The Campaign:

A telecom company ran a three-week, \$75,000 campaign. They wanted to find the optimal messaging frequency to get users to buy a product and how to maintain and target that frequency across multiple media buys.



# Finding Optimal Frequency With Remarketing

## The Goal and Plan:

- Cost per order of \$80 with a 3-day click window
- Optimized spend on key advertising exchanges/networks including Yahoo!/RMX, Doubleclick AdX, Fox
- Used frequency buckets across all sources to track and understand user frequency from 1 to 5 exposures over 7 days
- Set cookies on ad view in each system to control buckets and prevent multiple ads per page – thus were able to know which users migrated within which buckets: “in-campaign” retargeting

# More Exposures = Better, But How Many?

## The Results:

Advertiser discovered their optimal ad frequency to exceed their goals. Advertiser accurately determined the optimal frequency for generating sales of 3x per week, reversing their original strategy of 1x/day with no per week visibility.

