

# Display Retargeting Case Studies

Websites don't exist just to get views. But the vast majority of people who visit your website will leave without doing anything more than looking at your page. On average, about 98% of website visitors leave without converting.

Some of them might come back on their own. But most of them are gone for good—unless you leave with them. **Retargeting** is an advertising technique that lets you advertise to past website visitors, after they've left your website.

Here's how it works:

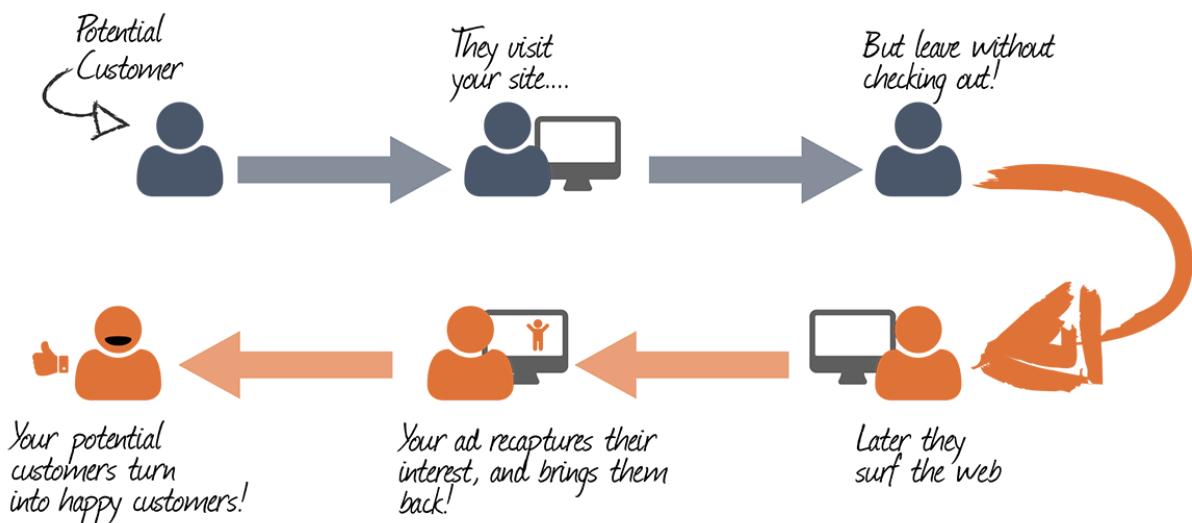


Image Credit: retargeter.com/

If a person physically followed you out of a store to tell you more about their products, it'd be super creepy. But retargeting is subtle enough that it feels more coincidental - like when you see a commercial for a car and then start noticing more of that particular model on the road.

People are constantly bombarded with ads they have no interest in. And nobody likes that. Retargeting allows you to create more relevant ads, which is better for you and the people who see them.

Even with an amazing website and an incredible product or service, most people aren't ready to buy after their first encounter with your brand. Retargeting ensures that their first encounter won't be the last, allowing you to:

- Grow an email list
- Increase traffic to your website
- Sell more of your product

- Secure more free trials, demos, or sales calls
- Get more users for your software or app

The biggest return on investment (ROI) comes from targeting the most relevant audience. Retargeting is one of the best ways for advertisers to focus their efforts on the right people. If your audience has already engaged with your website, it's usually easier to invite them back than to win the interest of a brand new group of people.

## Major retargeting platforms:

Obviously, for retargeting to work, your ads have to be where people actually are. The [Google Display Network](#) lets your ads retarget people across more than two million websites, reaching 90% of people on the Internet. It can also tap into mobile apps.

There are also over one billion people on Facebook, which makes [Facebook's retargeting pixel](#) another potent tool. These two companies are advertising giants, but other platforms offer a wealth of inventory as well such as AdRoll.

Each platform gives you different data points to work with and unique ways to segment your audiences. But the underlying principle is the same: people leave your website, and your ads follow them.

So how does it work? Let's look at some real examples of companies that used retargeting to pull off big wins.

## 1. Myfix Cycles: Earned \$15 for every \$1 spent

**Industry:** Bike retailer

**Advertising platform:** Facebook ads

What they did:

- Generated a 1,529% ROI on their ad spend.
- Achieved a 6.38% click through rate on ads.
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How they did it:

- Retargeted three groups:
  - People who visited the website in the last 14 days.
  - People who added a product to their cart in the last 14 days.
  - People who made a purchase in the last 180 days.

Myfix Cycles media agency used Google Ads to drive new traffic to Myfix Cycles' website. After 30 days, they were barely breaking even. Instead of using Google Ads to retarget these same people, they decided to combine their efforts on Google with a retargeting campaign on Facebook.

So Google Display Ads sent new people to MyfixCycles website, and then when people left the site without converting, they saw new ads on Facebook. TheAd Agency used three main ad sets to isolate people at different parts of the sales funnel:

- People who recently visited the website.
- People who recently added an item to their cart.
- People who made a purchase a while ago.

**Create Audience** ×

**Pixel** ? ● MFC Facebook Pixel  
Pixel ID:

**Website Traffic** ? **Custom Combination** ▾

**Include** ? Traffic that meets the following conditions:

Event ▾  
AddToCart ×

Add a parameter (Optional) and

Add New Condition

[Add exclusions](#)

**In the Last** ? **14** days  
☒ Include past website traffic

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**Audience Name**  MFC - Add to Carts Last 14 Days  
[Add a description](#)

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⚙️ Cancel Create Audience

Image Credit: The Ad Agency Media

The Ad Agency set the event source to “purchase,” which told Facebook to optimize the ads for transactions, as opposed to clicks, impressions, signups, or another metric. And since Myfix Cycles only ships to Canada, they excluded anyone outside of Canada.

Unless your website gets a lot of traffic, retargeting is going to leave you with a very small audience. Keep in mind though, you can show the same ad to the same people several times before you start seeing diminishing returns. In this case, The Ad Agency found that most people purchased after seeing the ad between five and seven times.

From their results, I’m guessing Myfix Cycles had a pretty small advertising budget to work with. For just shy of \$200, they generated a little over \$3,000 in revenue. That’s a huge return on investment—\$15 earned for every \$1 spent. Can you imagine what would happen if they had scaled up!


	Ad Set Name	Amount Spent ⓘ	Website Purchases Conversion Value ⓘ
	CA - All Traffic Excluding Buyers - #2	\$199.07	\$3,043.20
	► Results from 1 Ad Set	<b>\$199.07</b> Total Spent	<b>\$3,043.20</b> Total

Image Credit: Webrunner

## 2. Watchfinder: 1,300% ROI on ad spend

**Industry:** Luxury watches

**Advertising platform:** Google Display Ads

What they did:

- Increased average order value by 13%.
- Decreased cost per acquisition by 34%.
- Saw a 1,300% ROI.

How they did it:

- Retargeted 20 groups of people who “demonstrated intent to purchase.”

Where the study came from: This case study appeared on Think With Google in 2014. Less than 1% of visitors to Watchfinder’s website make a purchase on their first visit. That’s terrible, but it also may not come as a surprise - the average online order is over £3,500. With such a steep price tag, people needed more time to decide to make a purchase.

Watchfinder enlisted a PPC agency, to bring back the 99% of people who didn’t purchase. The PPC agency created 20 separate audiences based on “*user context such as location, language*

*and what stage of the purchase funnel they were in".* On-site behavior helped identify groups that had spent a certain amount of time on the site or had viewed a certain number of pages. Other lists were based on users who had viewed a specific watch brand on the site.

So depending on what someone viewed and where they viewed it from, someone could see an ad like this:



Image Credit: thinkwithgoogle.com

As The PPC agency learned more about which ads in which locations were performing the best, they created new segments and even more targeted ads.

The closer someone was to making a purchase on their initial visit, the more effective retargeting efforts are going to be. The PPC agency found that the highest converting audience was people who spent 10 minutes or more on Watchfinder's site without making a purchase. After six months, Watchfinder saw a 1,300% ROI, a 13% increase in the average order value, and a 34% decrease in cost per acquisition.

### 3. Bebê Store: Increased ad conversions by 89%

**Industry:** children's products

**Advertising platform:** Google Display Ads

What they did:

- Increased ad conversions by 89% over a two month period.
- Had more than 500 million impressions in six months.

How they did it:

- Used Google's dynamic remarketing and target CPA bidding (formerly known as conversion optimizer).
- Segmented audience based on average order price.

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Where the study came from: Think With Google published this case study in 2014. You've probably never heard of Bebê Store before, but in Brazil, they're a big deal. They have more than 30,000 baby-related products. And in six months, they had more than 500 million impressions through the Google Display Network.

With so many products, it'd be impossible to manually create relevant ads for every person. So Bebê Store employed Google's dynamic remarketing, which showed website visitors custom ads based on which of the 30,000+ products they visited.

They coupled these custom ads with Google's target CPA bidding to optimize the ads for conversions. Think With Google says this optimization tool "uses sophisticated machine learning to predict the estimated value of every impression - for every campaign, creative and advertiser—and sets smart bids in real time. It efficiently invests Bebê Store's spend when and where users are likely to respond.

This real-time bidding helps Bebê Store increase conversions by reaching potential customers at the right moment—when they're primed to buy."

The results? Showing custom ads to people who had already visited the website increased conversions by 89% over a two month period. Not too shabby right?

## Ready to start a remarketing campaign for your business?

Reach out to us today at [campaign@getfitech.com](mailto:campaign@getfitech.com) OR call 0787268883



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