

Remarketing Case Study



THE REMARKETING STORY

As part of the optimisation of Hidepark's PPC campaign, Fifteen recommended that Hidepark also introduce dynamic remarketing into their digital marketing strategy. A successful remarketing campaign would help to convert users that had previously not converted on site, by prompting them back to the site. This would help Hidepark to achieve their overall goal of more conversions on their site.

Remarketing is a great retention channel; visitors who have previously engaged with Hidepark will be more likely to convert to a sale if they return to the site as they are already interested in the product and brand. If a user is not interested anymore, they simply will not click on your ad. Therefore, this makes remarketing a really cost effective method.

The objectives



Improve PPC campaign performance



Lower cost-per-conversion



Expand focus on generic traffic and actual sales



Increase number of existing visitors



Increase brand awareness

The strategy

The new remarketing campaign was set up, with our in-house designers working with Hidepark to create ads that accurately represented their brand whilst simultaneously promoting click-through. We then monitored how effectively the campaign was running, with regular optimisations made to ensure it ran smoothly.

Results in month one



2,733,744
impressions



5,018
clicks

One click for every
544 impressions

Cost savings and conversion values

£26.00 £25.00 £24.00 £23.00 £22.00 £21.00 £20.00

£25.82

Original value

£21.67

After month one

Decrease in cost per conversion by **£4.15**
17% less than previous campaigns

CTR, CPC and conversions

0.18%

Average CTR
click through rate

£0.13

Average
cost per click

31

Conversions

These 31 customers could have left the website and forgotten about the brand, whereas remarketing has turned these visitors into customers.

What they say about us

"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."

Ian Blackburn
Managing Director, Hidepark

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