

## P R E M I U M

 Case Study:  
 Retargeting

## DrapeStyle

**Situation** DrapeStyle specializes in fine quality, customized drape design and manufacturing. The company typically utilizes television, print and online search to advertise its services, but sought a cost-effective complement to extend the reach of its search campaigns. Aware that current industry statistics show that on average, 90% of site visitors leave without taking action, DrapeStyle decided to employ retargeting technology to maximize opportunities to reconnect with these previous visitors and convert them into sales.

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**D R A P E ✦ S T Y L E**  
 www.drapestyle.com

**“We’re thrilled by the results! For every dollar we spend on retargeting, we earn an amazing \$280 in return. It’s a highly targeted, very effective, very precise way to market to customers, and the ROI is significantly better than that of any other marketing tool.”**

Chris Sinatra, CEO

**Campaign Objectives**

- Reconnect with and reengage previous site visitors who left without taking action
- Drive sales revenue
- Encourage consumers to request product brochures

**Measurement**

- Conversion Rate
- Cost Per Action (CPA)

**Implementation**

- Leaderboard, medium rectangle and skyscraper rich media ad units
- Retarget all consumers who visited the site within the last 30 days

**Summary**

To drive highly qualified traffic to its site, DrapeStyle conducted paid search campaigns. Current industry statistics show that on average, 90% of these site visitors leave without taking a desired action. In order to capitalize on all of its existing non-converting traffic and increase the return on its search marketing budget, the company implemented a retargeting pixel.

During the campaign, DrapeStyle experienced a 38% increase in clicks. Previous site visitors who were retargeted converted into sales an astounding 5.5 times more often than prospects who were only targeted through DrapeStyle’s paid search campaigns. Moreover, DrapeStyle’s CPA (defined as sales or brochure requests) fell approximately \$50 to an extremely cost-effective \$2.80 when search and retargeting were combined.

In summary, during a four-month period, the company invested \$80 for retargeting and gained \$22,500 in revenue. DrapeStyle’s retargeting campaign highlights the key benefits of adding retargeting as an extension to current online advertising and traffic-driving methods.

**Results**
**Paid Search Results After Retargeting**

|                          |        |
|--------------------------|--------|
| Click Through Rate (CTR) | 9.7%   |
| Conversion Rate          | 8%     |
| Cost Per Action (CPA)    | \$2.80 |

**Paid Search Results Before Retargeting**

|                          |         |
|--------------------------|---------|
| Click Through Rate (CTR) | 6.01%   |
| Conversion Rate          | 1.43%   |
| Cost Per Action (CPA)    | \$53.39 |