



DoubleClick Dynamic Remarketing Case Study: How We Increased a Conversion Rate Twice

 promodo

About the Client

Comfy is one of the leaders in the retail market of home appliances and electronics. Today, the network consists of 75 modern chain stores in 40 cities within Ukraine.

Comfy is the first retailer in Ukraine, which is actively developing its multi-channel sales. This means that the customer can purchase goods in any convenient way: in an online or offline store, through a call center and using a mobile application.

The website contains more than 20 000 items, including exclusive models of home appliances, electronics and accessories.



The Challenge

To increase the volume of online sales and to attract new potential customers at a cost effective price for the business.

« We have been partners with the Comfy company for more than 2 years and get used to looking for the most effective solutions in our cooperation. Striving for perfection is a continuous process that we work on along with the Comfy team. Running the Double-click campaigns is one of those decisions, which allowed to increase the sales volume while staying within the current budget. »

Julia Yacenko

Project Manager, Promodo



Initial Figures and Analysis

The Promodo team has an extensive experience in working with Comfy successfully. You can find some of our insights on how to launch a PPC campaign audit for a large retailer and improve revenue in our [first Comfy case study](#). One of the business solutions for the current project was the integration of the remarketing function as a part of the Google AdWords contextual advertising campaigns.

Remarketing allows you to display contextual advertising to users who have previously visited the target resource and viewed the product pages. When users visit the site from the Google Display Network (GDN), there is an ad, and by clicking on this ad they can return to the online store and complete the purchase. This tool allows companies to apply directly to the interested audience.

The disadvantage of this approach is that it can be resource-intensive, e.g. there is the need to render the visual components of the ads (creative).

Examples: The images below show sample banners created for the COMFY project that encourage users to make purchases.



The Promodo team was also tasked to increase the sales from the site within a given advertising budget.

A photograph of a desk setup, including a keyboard, a mug, and a hand, with a green tint overlay. The text "THE SOLUTION" is written in white, bold, uppercase letters across the right side of the image.

THE SOLUTION

The Solution

In addition to the major advertising campaigns in the GDN, the project team decided to connect DoubleClick and Google Adwords dynamic remarketing services, which had a number of significant differences as compared with remarketing, providing more flexibility to customize the display of advertisements to the target audience.

Remarketing

The choice of a creative ad for your audience is automated and depends on

- Product category,
- Users who visited product pages of a specific category.

The content of a creative ad can remain the same during a long period of time.

Every creative ad should be designed separately.

When you click on the banner, you move to the page that contains products of a specific category.

When there is a potential for a high traffic volume, the conversion level would be considerably lower.

Dynamic remarketing

It allows setting everything manually:

- Parameters of how to display the banner,
- Dynamic strategy,
- Offers of the accompanying goods,
- Creating the banner itself,
- Displaying the ad to those users who viewed the product but did not purchase it.

Data in a creative ad changes constantly.

Information from the feed is collected in the template and showed as a creative ad to specific users, depending on what products they viewed.

When you click on the banner, you move to the page that you viewed earlier or a product added to the cart.

The traffic volume is comparatively lower, but the conversion rate remains good due to the purposefulness of the campaign.

Thus, using dynamic remarketing eliminates the need to:

- Create remarketing audiences for each product category;
- Launch a large number of advertising campaigns;
- Change creatives constantly: products, prices, and so on.

Dynamic remarketing may vary significantly depending on the selected service and customer goals. Let us consider the main differences among a remarketing campaign, AdWords and DoubleClick dynamic remarketing campaigns below.

Points for comparison	Remarketing	AdWords dynamic remarketing	DoubleClick dynamic remarketing
The need for the code on the site	●	●	●
The need for creating banners	●	●	●
The possibility to use text ads	●	●	○
The need for uploading products	○	●	●
The possibility to automate changes in the content of banners	○	●	●
The possibility to set the client logic to the product display	◐	○	●
The possibility to show similar/accompanying products	◐	○	●
The possibility to change the number of the displayed products dynamically	○	○	●
The possibility to change the banners' template dynamically	○	○	●
Making reports on the products displayed on the banners (CTR %, clicks, shows)	◐	○	●
The number of the user's parameters in a remarketing tag	—	3-6	100

Dynamic remarketing was connected with both remarketing services for the promotion of the Comfy project, which eventually turned out to be cheaper than conventional advertising campaigns. Using this option allows to make a transaction in fewer steps and lower the bounce rate. At the same time, it increases the chance that a user would convert to a customer and buy. This type of remarketing is designed to bring the most relevant traffic to a large e-commerce project website, gradually reducing the amount of advertising costs.

THE RESULTS

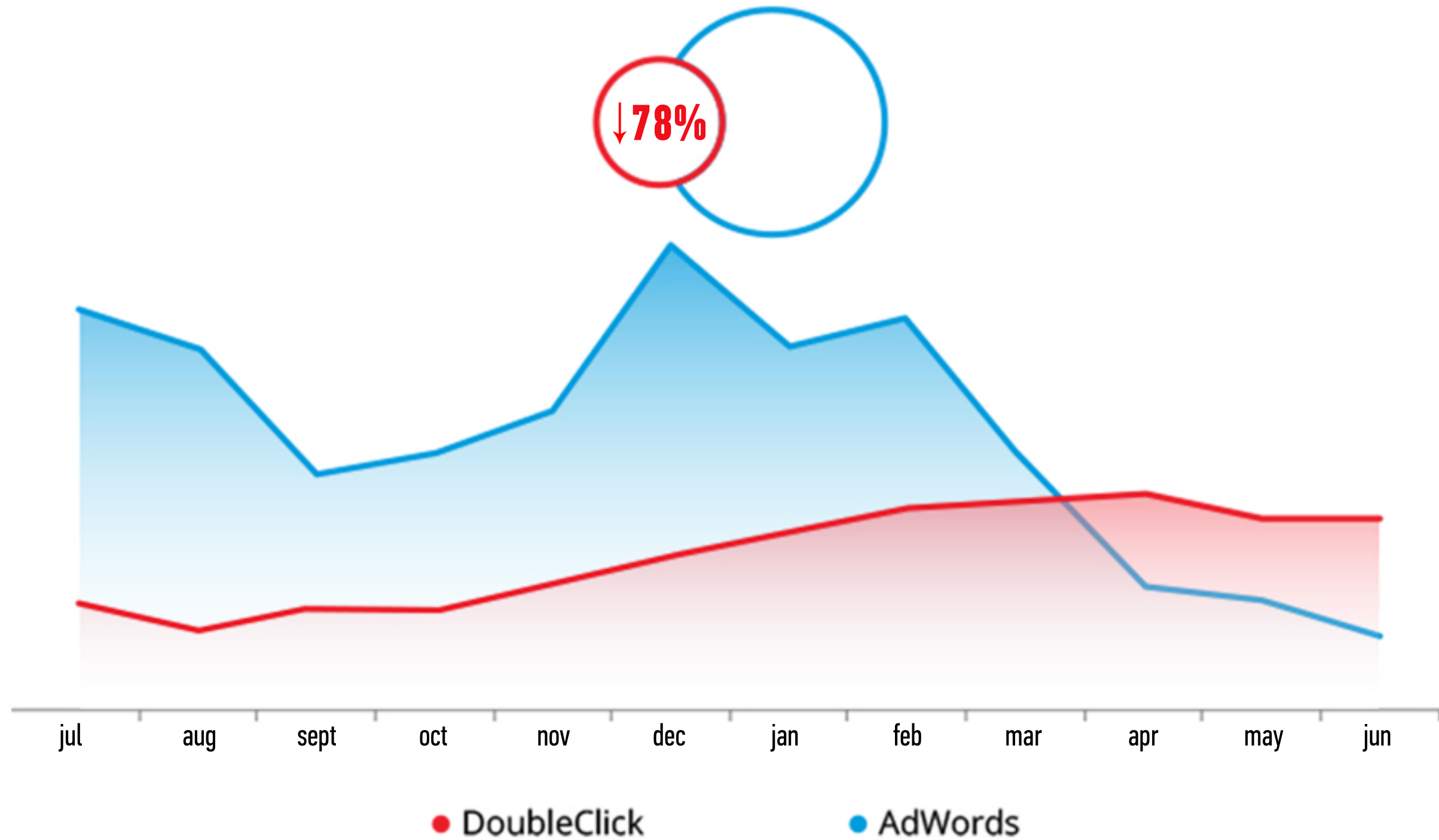


During a specified period, switching from AdWords to Doubleclick dynamic remarketing allowed to:

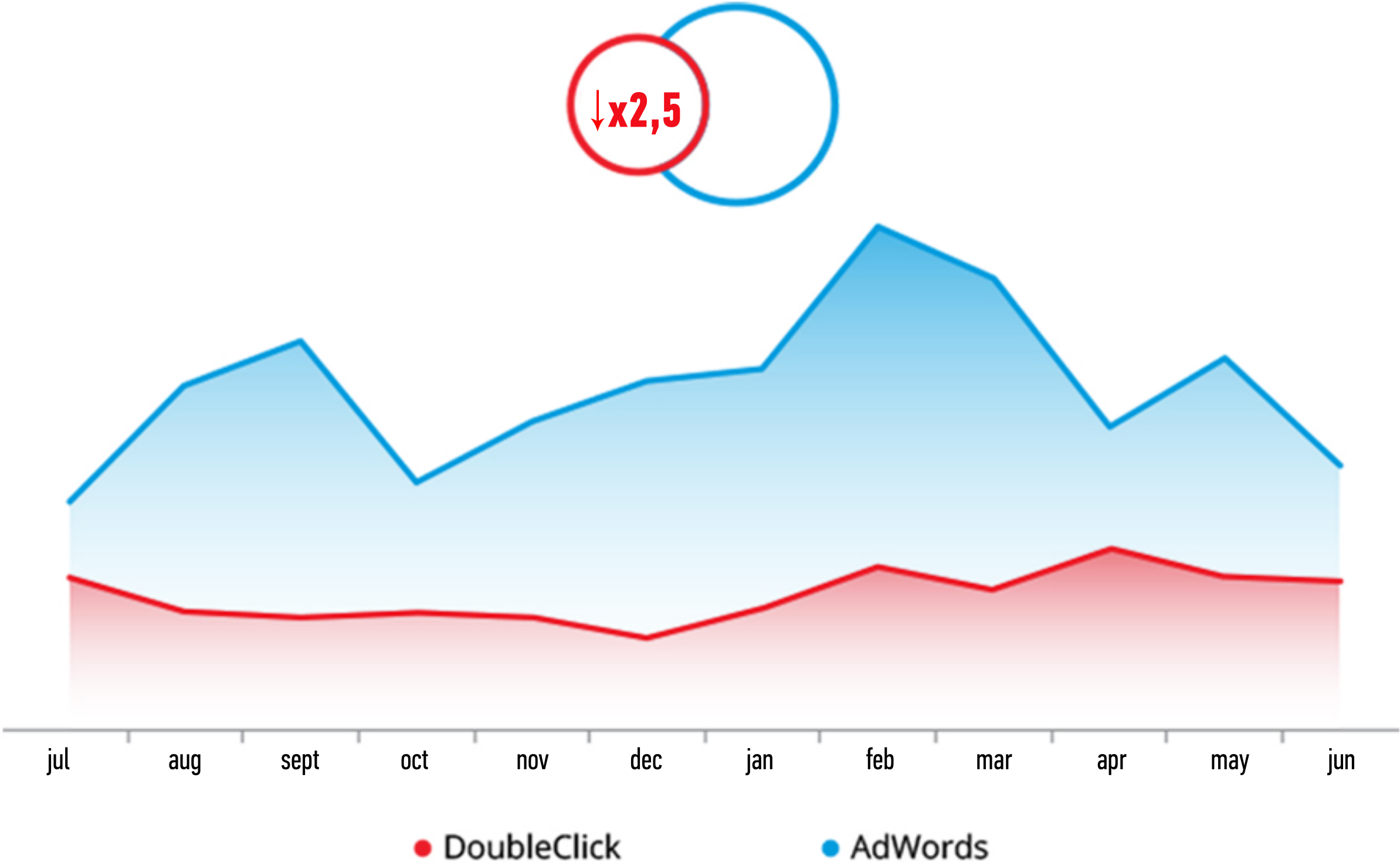
- 1) Reduce the budget spent to attract new visitors to the site by **5 times**;
- 2) Gain more targeted traffic from users, directly interested in purchasing products.

By making a comparative analysis of these tools during a period of 12 months, we can say with certainty that Doubleclick is more efficient and profitable.

Advertising budget

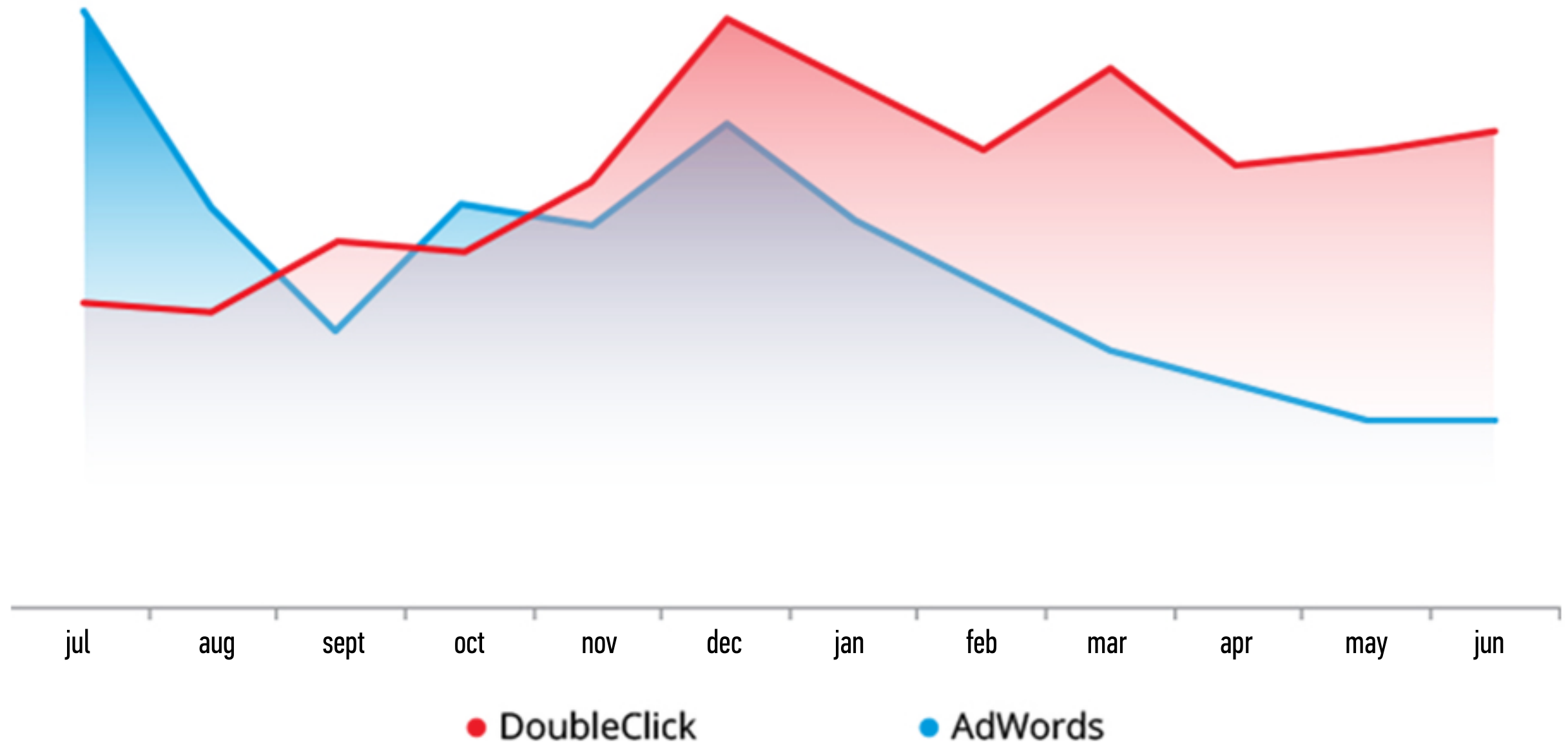


Conversion rate



Number of sales

+28%



Also, despite the fact that the average price of click for the entire period of the DoubleClick remarketing grew by **18%**, the average conversion rate (the ratio of the number of conversions divided by a number of clicks) makes up **202%**.

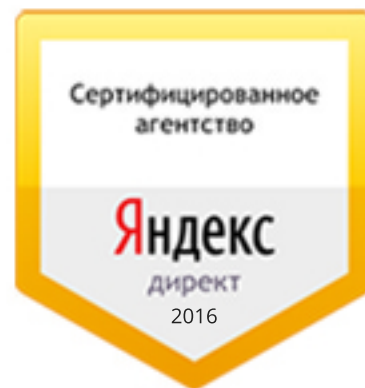
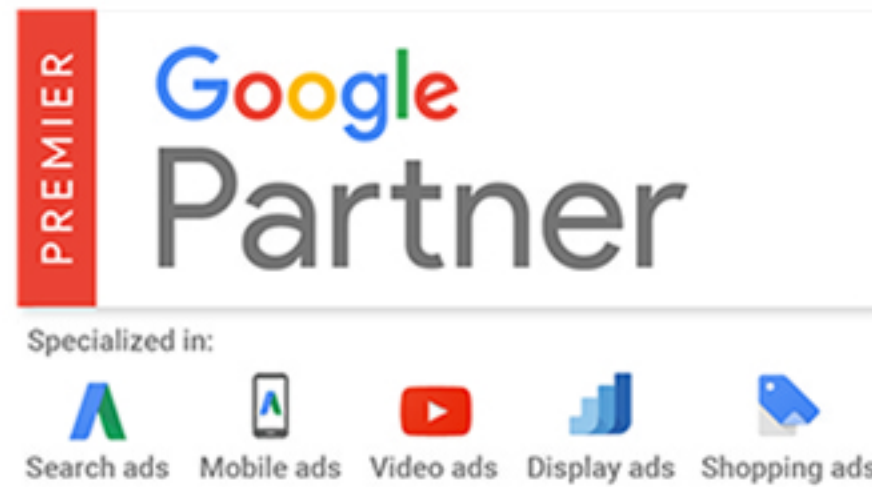
- DoubleClick average Cost of Click;
- Average level of conversion.

Thus, due to the greater efficiency of dynamic ads, the average cost of every conversion significantly decreased and compensated a slight increase in the price per click, and therefore the cost of attracting every new user to the landing page was reduced.

What's next?

- **A/B testing of creative ad's.** It is necessary to increase the efficiency of the graphical ads display.
- **Advanced segmentation of remarketing audiences.** Combining the target audience in ad groups allows displaying more personalized advertisements to your visitors.
- **Running advertising campaigns in the DoubleClick Bid Manager tool.**
It covers the areas not included in the GDN.
- **Securing mobile data traffic.** Launching advertising campaigns for mobile devices and supplying them with creative ad's.

Promodo Awards





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