Case Studies
Brahmin is a family-owned high end handbag company based in Massachusetts. Within a month of launching a retargeting campaign, Brahmin was able to see a positive return on their investment. Brahmin has been able to reengage 20% of customers who initially abandon and bring them back to the site.

In addition to driving increased conversions by bringing shoppers back to the website to complete purchases, ReTargeter has also provided valuable insights into Brahmins’ customers. Brahmin has been able to gain a strong understanding of where their customers are going online, what sites they head to, and what blogs they read, allowing Brahmin to develop a more targeted marketing strategy.

“ReTargeter is easy for us to navigate. To be able to launch campaigns quickly has been extraordinarily valuable for us. We’re able to adjust and change what’s not working and ramp up what is working. We love that we’re able to test and get comprehensive results almost immediately.”

- Amy Sullivan | Director Ecommerce and Catalog
Graduation Source, a company that sells caps, gowns and other graduation attire uses ReTargeter to keep their brand top of mind during a longer than average retail purchase cycle.

After launching a campaign with ReTargeter, Graduation Source immediately saw a positive ROI. Retargeting has made a significant impact both from a branding and a direct response perspective. Their online revenue has been steadily increasing, and Graduation Source has seen a 460% return on their retargeting spend over the course of their campaigns.

“Retargeting made us realize that the traffic that comes to our homepage is extremely relevant. In our market, customers don’t make decisions spontaneously. That’s why I think retargeting has made such a big impact. I think it is a mix of the industry we’re in, the ReTargeter team, and the service provided that’s allowed us to see such consistently high returns.”

- Sri Pv | Digital Marketing Specialist
The University of Florida’s Hough School of Business has used ReTargeter to keep their messages in front of prospective students. In two months, they were able to serve 3.3 million impressions, receiving a 0.31% click-through rate.

Nathan Lowery of Lipof, the ad agency that handles the University of Florida’s marketing, has found retargeting to be an effective way to recapture interest and ultimately drive conversions. Prior to launching their retargeting campaign, Lipof had focused the lion’s share of the University’s budget on driving new traffic to the website, largely via direct ad buys on premium sites. However, while they were able to successfully drive new traffic to the UF site, getting that traffic to convert proved a challenge. ReTargeter has solved the problem by bringing qualified prospects back to their site, resulting in 59 closed leads over two months.

"ReTargeter has worked as a great tool to communicate with prospects that we may not have captured the first time they visited our client’s website. We spend a lot of effort initially pulling prospects to the UF site, and in the past we had no way to get our message in front of them again unless they specifically requested more information.”

- Nathan Lowery | Lipof
Skimlinks helps publishers earn revenue seamlessly by automating the process of assigning and collecting money from affiliate links. Skimlinks uses ReTargeter to improve brand recall and stay in front of prospective clients during their sales cycle.

In the first month, ReTargeter was able to drive 448 conversions. At Skimlinks, churn rates are quite low; as Aaron puts it, "happy clients are lifelong clients," so having new clients join their program is of paramount importance. Customer lifetime values can be extraordinarily high, and with ReTargeter, the cost per conversion averages a few dollars, leading to an incredibly high return—which has been the most striking benefit that Skimlinks has seen from retargeting. In addition to the high return on investment, Skimlinks has also benefitted from ReTargeter’s account management team.

“The account management at ReTargeter is incredibly helpful. I have so many other things going on, so it’s nice to know that ReTargeter is able to provide advice, guidance, and actively give us feedback on how to optimize our campaign. This was never a self-service model; ReTargeter really goes above and beyond to help make sure our campaign is running smoothly.”

- Aaron Weissman | Director of Marketing
Icebreaker is a retailer of merino wool based activewear. They focus on producing natural, high-performing materials with an eye toward sustainability. They sell their products from an online store, in wholesale stores around the world, as well as in their own stores in New Zealand, Canada, New York, Portland and San Francisco.

Icebreaker has used other online advertisers, such as Google’s Display Network, but has not seen a particularly high return on this traffic. Retargeting solves an important problem for Icebreaker by bringing customers back to the site to complete transactions.

For Icebreaker, retargeting has been easy to execute and simple to maintain thanks to ReTargeter’s account management team. One of the primary highlights of working with ReTargeter has been the commitment to the campaign demonstrated by their dedicated account manager, Marvin.

“I love working with Marvin; he’s a very helpful, can-do account manager. Getting a campaign up and running with ReTargeter has been easy, efficient and seamless. His involvement has made the process enjoyable and he’s always eager to jump on the phone if I have questions or need more data.”

- Justine Seidel | eMarketing Manager
ZenDesk

ZenDesk is a web-based customer support software company with an innovative ticket management system and a strong customer community. Offering a variety of products from starting from a free trial to three paid tiers, ZenDesk began using ReTargeter with the hopes of achieving a strong direct ROI, as well as improving brand awareness.

Over a one month period in September 2010, ZenDesk’s ReTargeter campaign delivered outstanding results with a total of 43 unique visitors who visiting their website, clicking on a retargeted banner ad, and converting immediately.

Furthermore, 364 additional unique visitors were influenced by a retargeted banner ad and converted without directly clicking on the banner ad. Lastly, within that one month period, ZenDesk received an enormous branding value as their ads performed a .23% clickthrough rate.

"ReTargeter has been a great addition to our marketing mix."

Jacob Meltzer | Online Marketing Manager of ZenDesk
Get Satisfaction

Get Satisfaction is a leading online customer community platform that companies use to grow and engage their customers through for customer support, idea submission, marketing and sales questions, and for capturing positive feedback. Display advertising played no part in their marketing strategy.

When the display retargeting opportunity was presented to them, Get Satisfaction was a bit skeptical, but figured they’d give it a try. After achieving an initial ROI during the first month, Get Satisfaction was able to leverage ReTargeter’s optimization engine and support team to grow 104% ROI over the first month, and 160% ROI over the second month, and a 248% ROI over the third month.

"I like using ReTargeter because they have made it simple and cost effective. Not only does retargeting work but I can measure the ROI in any given month as a function of how many conversions we generate."

Jeff Nolan | VP Product Marketing at Get Satisfaction
SmileyCookie.com is one of the fastest growing online brands for specialty and novelty cookie treats. They sell cookies year round in keeping with various holidays, and the cookies can be customized for celebrations and sports teams. This gives them a very broad target audience that can be difficult to segment.

In November 2010, Smiley Cookie was able to complement their initial traffic driving efforts using ReTargeter. By retargeting their search, email marketing, PPC, and social traffic, Smiley Cookie was able to reach their benchmark ROI of 5x with ReTargeter in November with 42 retargeted conversions. Additionally, Smiley Cookie was able to nearly double their conversion goal in December, and have more than tripled it in January due to continually building their segment pool and through creative and landing page A/B testing.

"ReTargeter has been an awesome addition to our marketing mix. For a product like ours, retargeting has proven to be instrumental in following up with our customers and generating additional sales."

Adam Golomb | Director of E-Commerce at Smiley cookie
Tim Ferriss is one of the most influential writers of our generation. He's the author of The 4-Hour Workweek, a #1 New York Times Bestseller, and his new book, The 4-Hour Body. Being named Wired Magazine's "Greatest Self-Promoter of All Time," Tim puts a lot of effort toward social engagement with his audience, so when he learned about Fan ReTargeting, he jumped on the chance to test it out.

Using Fan ReTargeting, Tim was able to encourage visitors of his blog to 'Like' him on Facebook. Over a 25 day timespan, Tim's campaign increased his Facebook 'Likes' by 7.03%, and his effective cost per fan backed out to $0.54. Aside from this, Tim received a huge branding value from this campaign, as his audience would see his Fan ReTargeting impressions across over 98% of ad inventory across the web.

"Fan ReTargeting is an innovative product that converges online display ads with social media."

Tim Ferriss | Best-selling author of The 4-Hour Workweek
The Clean Program is a detoxification diet that promotes a healthful diet and lifestyle through a 21 day program. They use ReTargeter to stay in front of their traffic and give their visitors additional chances to purchase their product.

The Clean Program spent $1,000/month on retargeting their current traffic. With a price point of their product at $350, their retargeting campaign helped drive 40 conversions, totaling up to $14,000 of revenue from retargeting in June.

June 2010 Breakdown
- Spend: $1,000
- Return: $14,000
- ROI: 1,400%

“We have a niche audience for our products, so it makes sense to only target the people visiting our site because they’ve already shown they’re interested in us. ReTargeter is amazing at bringing back bounced traffic and adding additional sales.”

Ben Tseitlin | The Clean Program