

SITE RETARGETING

Watters is the brainchild of designer Vatana Watters. For over 30 years, it has been the leader in offering luxurious designer bridal gowns, innovative bridesmaids dresses, classic special occasion dresses for mothers of the wedding, and adorable dresses for flower girls and junior bridesmaids around the world.

Selling primarily at trunk shows and in third-party retail stores, Watters partnered with ReTargeter to redirect recent shoppers and attract casual browsers back to the site.

“With our company serving such a specific niche, it is even more important for us to cast a wide net to reach new shoppers, while continuing to re-engage those previously at the Watters site. ReTargeter has intricately worked side-by-side with our internal team, delivering the most innovative and smooth re-engagement experience for our shoppers. Their knowledge, skill, and expertise not only optimize our spend across all our campaigns, but uniquely give shoppers the information they need.”

Tanya Watters
EVP Marketing & Communications

40,671 Clicks on retargeting ads

7,000 Conversions
5,469 Clicks for Store Locator
1,531 Clicks for Truck Show Locator

\$8.29 Cost Per Acquisition

