

# YouTube Remarketing Campaign Increases Conversions and Reduces Costs

## BACKGROUND:

Since launching in 2006, an online retailer selling high-end holiday gifts (ranging from \$100 to \$20,000) expanded its digital marketing efforts and budget to meet the challenge of selling high-end products within the limited holiday season.

## THE PROBLEM:

- The short holiday window limited the company's marketing budgets to 4 primary months.

- New visitors needed to be properly messaged multiple times because the higher-end niche products took extended consideration from purchasers.
- Holiday product competition is extremely high and expensive, so it was imperative that media was optimized and goaled toward a final sale.

Building on previous success with online video ads, the client engaged us to help conduct a highly targeted YouTube remarketing campaign.

## THE SOLUTION:

With remarketing beyond search and GDN, the client was now able to find previous site visitors that did not make a purchase and re-engage using specific creative and calls-to-action in streaming YouTube video ads.

The team tested multiple video creative variations to determine the best view-through rates, click-through rates, and most importantly, conversions. The ability to track and measure so many campaign elements in near real time was so valuable to the team, they started making changes on the fly during the limited holiday sales crunch. The team was able to identify valuable unique site behavior paths then adjust creative and audience targeting parameters to meet the various visitor segments with the most optimal brand experience.

The initial focus of the campaign was on 30-day non-converters, but once the team saw conversions begin to flow in, it expanded to include additional similar audience prospecting initiatives on YouTube, leveraging more remarketing lists and tools.

## RESULTS:

The client saw Certified Public Accounts on YouTube that were similar in cost to Search, and cheaper than most of its traditional display campaigns.

By optimizing its creative and focusing on remarketing, the team saw:

- 10x increase in conversions over past campaigns
- 87% lower CPC than the previous year

The client's Vice President of online marketing emphasized that it's not just about taking action, but also about measurement and accountability.

"Traditional TV advertising is challenging because we don't have a lot of control over the specific placement, nor do we get accurate measurement of whether people have taken action after watching the commercial," she says. "YouTube is almost the opposite. We know how many people watched the commercial, how many people clicked, and whether those people converted."

True to its spirit of innovating and staying ahead of the competition during peak holiday competition, our client plans to continue expanding its use of online video on YouTube for both current customers and prospects.

