

REMARKETING REMIX

How we added new life to a client's remarketing campaigns by mixing messages and offers

CLIENT

◇ B2B SaaS provider specializing in content management systems for large business communities

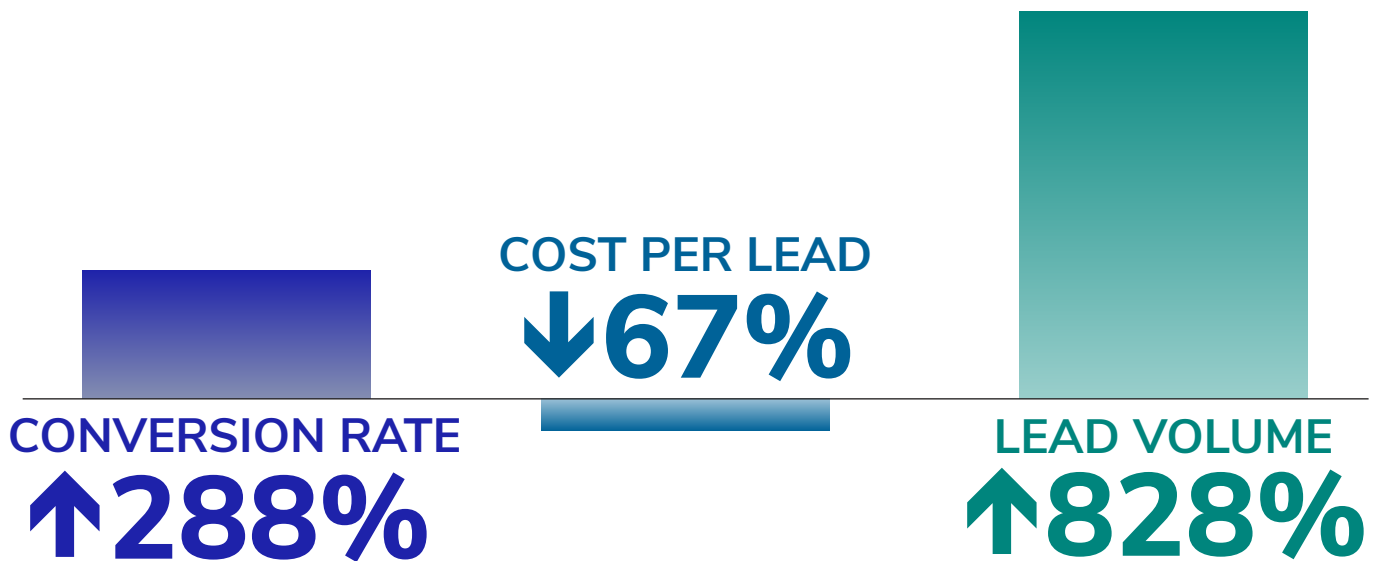
CHALLENGE

◇ Lackluster results from remarketing: a total of 20 leads produced in the previous four months total

SOLUTION

◇ Introduced variety in remarketing messages and paired offers with pages users had visited

THREE-MONTH OUTCOMES



One issue we found was a lack of variety in remarketing messages: not just the same offer, but often the same words and images. By simply offering users something different in the second message (a free downloadable guide or report), we saw significant growth in lead volume and conversion rate.

We also created separate campaigns for similar audiences to allow strategic bidding and budget

allocation, and made these further improvements in the client's remarketing campaigns:

- ◇ Analyzed campaign performance and tested different offers to maximize low-funnel leads
- ◇ Added text ads to show in more web properties
- ◇ Blocked irrelevant placements to save costs



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