

# CASE STUDY SKLIK.CZ RETARGETING EL NINO PARFUM

Elnino.cz is a leading online retailer of perfumes and cosmetics in the Czech Republic, which also operates abroad.

In March 2014, we started closer cooperation with el nino parfum, s.r.o. and their PPC specialists in the creation and development of retargeting campaigns in Sklik.

EL NINO.CZ®

SKLIK.cz



# HOW DOES RETARGETING WORK?

It is easy. The advertiser puts a retargeting code in his website. The Retargeting code can be found in his Sklik account. The code identifies site visitors and the advertiser has then the opportunity to target users who met the conditions defined by the advertiser in the Sklik content network. In the case of an e-shop, there can be a condition that he viewed an e-shop section or a specific product, but failed to make an order (conversion).

Then he tries to bring the visitor back to his website and to convince him to complete the reservation.

# HOW DID WE PROCEED WITH ELNINO.CZ?

The first essential step was to **insert a retargeting code** into all pages of the e-shop. After inserting the code, you have then the opportunity to work with all website visitors and to create your individual user audiences for re-addressing them in the future.

After inserting the retargeting code we started with the **creation of the first lists** of all users who visited the website elnino.cz and their best selling brands of perfumes. At the same time we marked the lists of users who left **the shopping cart**, as well as those ones who **placed an order**.

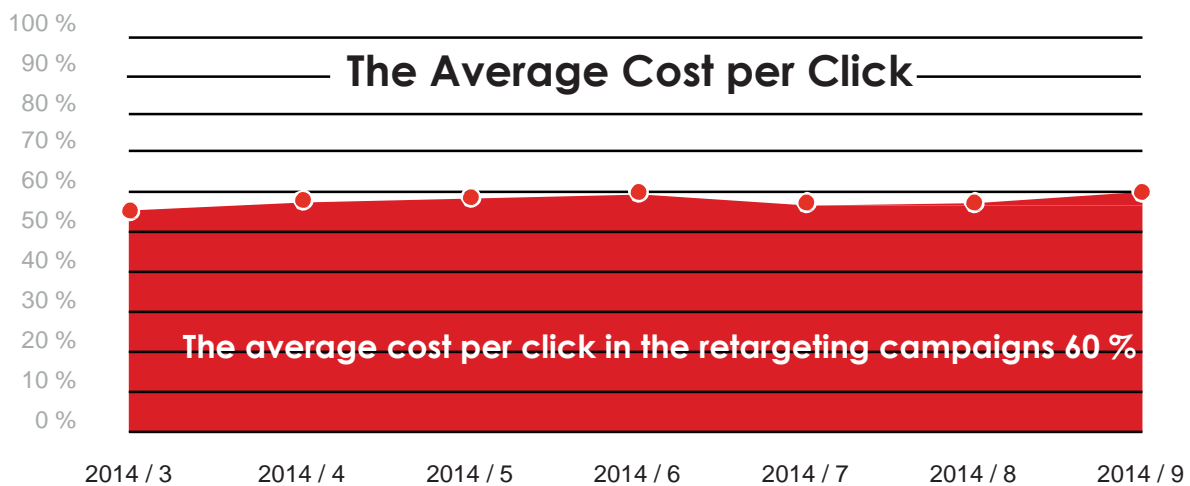
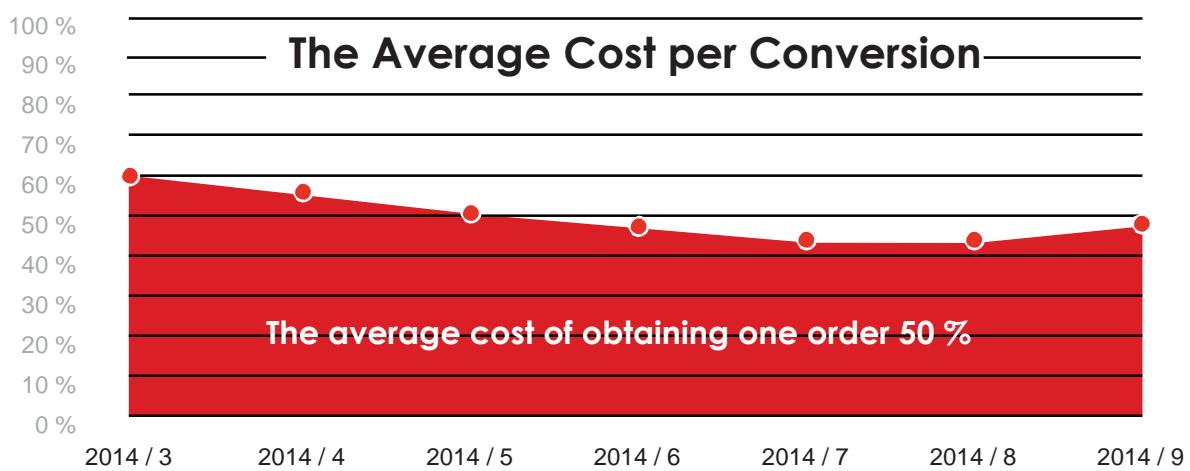
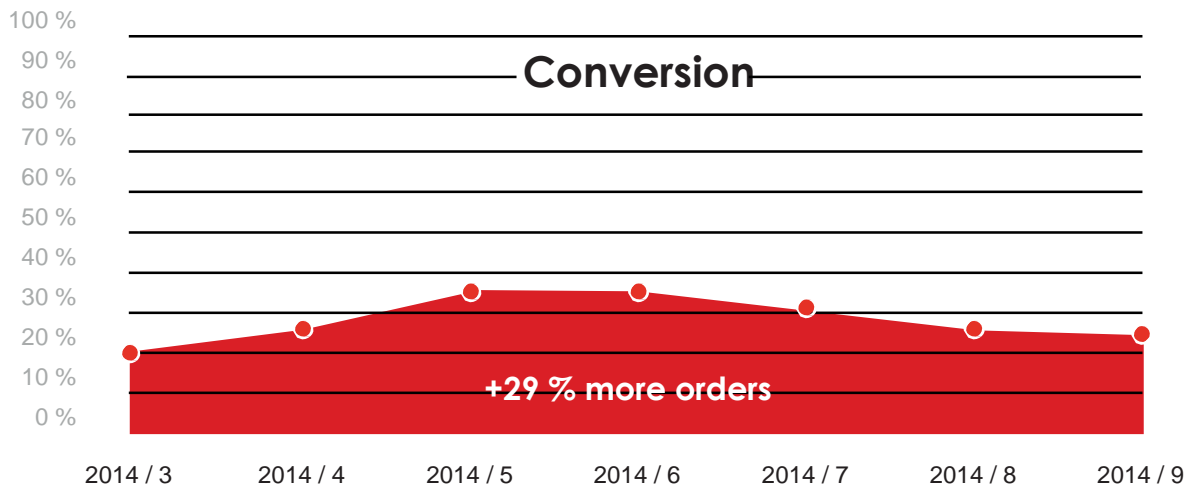
After defining the primary list of users we started addressing them with the strategy of **completing the purchase**. We focused the advertisement on visitors who already reached the shopping cart and left it. **Therefore we excluded shoppers**. In this case, we have set a higher maximum cost per click, because we addressed the visitors in the last phase of the buying process with a high chance of converting. We subsequently used the maximum cost per click, lower by about 30%, for **targeting users who did not buy anything in the shop and did not even reach the shopping cart**. In both such cases, we tried to test different messages in the ad texts. For example, we used competitive advantages, a call to action or a confirmation question (e. g. Do you want to choose a new perfume?).

**The next step was to address the existing customers in order to encourage them to re-purchase**. We addressed the existing customers with perfumes in action 3 to 7 days after purchase. We have also prepared a variant of addressing customers 6 months after their purchase. The prerequisite was the need of a subsequent purchase.

In the first weeks, the achieved average cost per order (conversion) was, even **with a margin, lower than the limit price for an order**, and thus campaigns were exceptionally effective from the beginning.

After collecting statistically significant data, the time for **price optimisation** has come. We have systematically **increased the cost per click** for effective retargeting lists and combination, where we wanted to increase the volume of orders. We also tested the **increasing frequency**, display to users, which contributed to a further increase in the volume of orders. For lists of identified users, where we exceeded the set price for obtaining one order, we **reduced the maximum cost per click** and efficiency **and tested new versions of ads**.

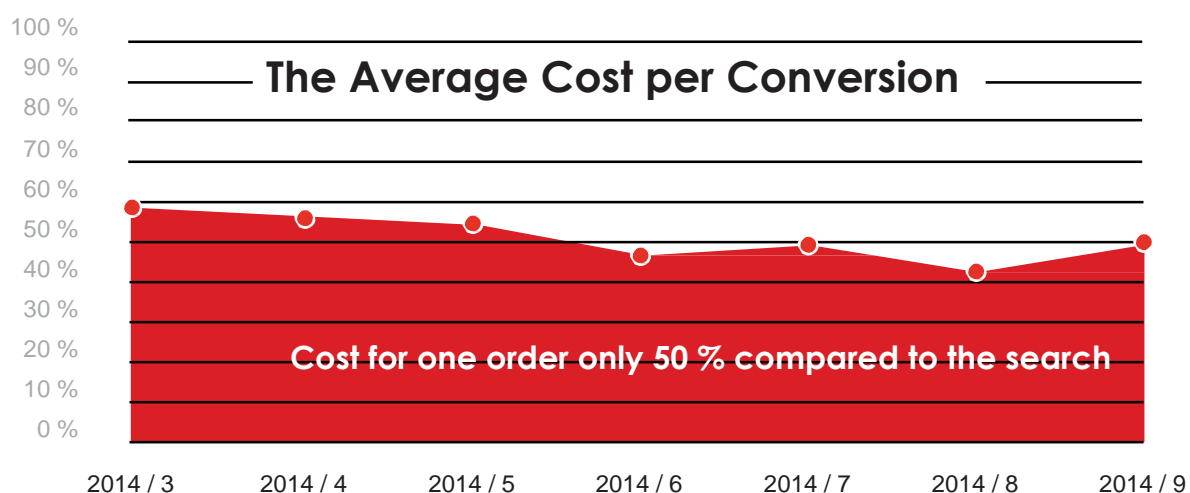
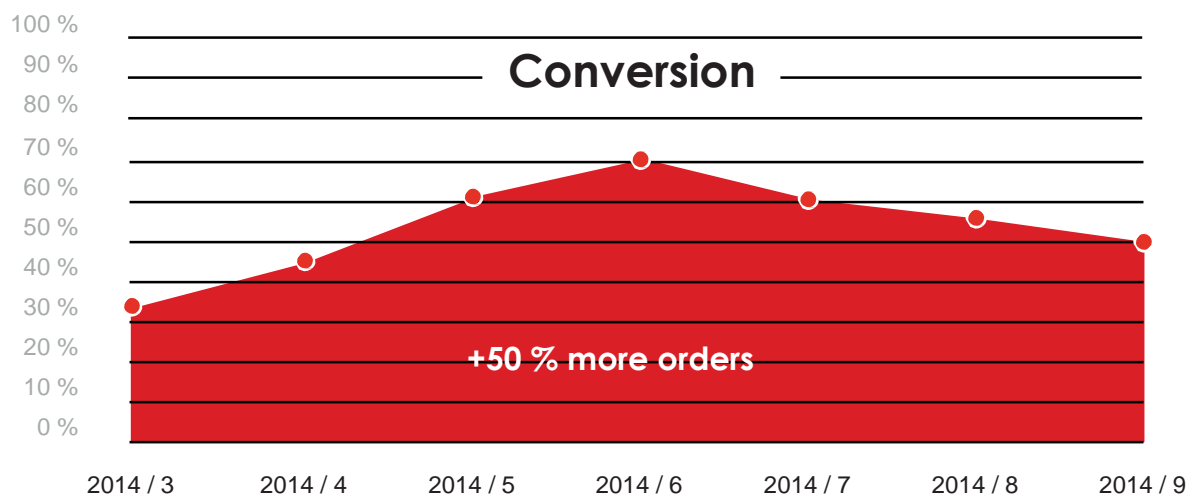
In the next phase, **the lists** in which we addressed users with the offer of completing the purchase were **divided into shorter periods**. In addition to the original lists with a length of 30 days we created other lists with a duration of 14 and 7 days based on the same principle. We excluded them due to an overlapping between them and thus divided the targeting into the first 7 days, 8 to 14 days and 15 to 30 days. After this step, we verified that the shorter lists had **higher efficiency** thanks to possibility to adapt the cost per click individually according to the achieved performance.



The graphs show the proportion of retargeting campaigns compared to non-branded campaigns in the search for the period from March to September 2014

# RETARGETING BRANDED CAMPAIGNS

We noticed considerable success in campaigns, which were focused on the individual best-selling perfume brands. We Retargeted users, who visited for example the category of the Hugo Boss brand at the e-shop site, without taking any further action (goods in the shopping cart, purchase. We used the offer of perfumes of this brand for a period of 30 days. We succeeded with a special advertisement in convincing hesitating users who liked particular brands of perfumes.

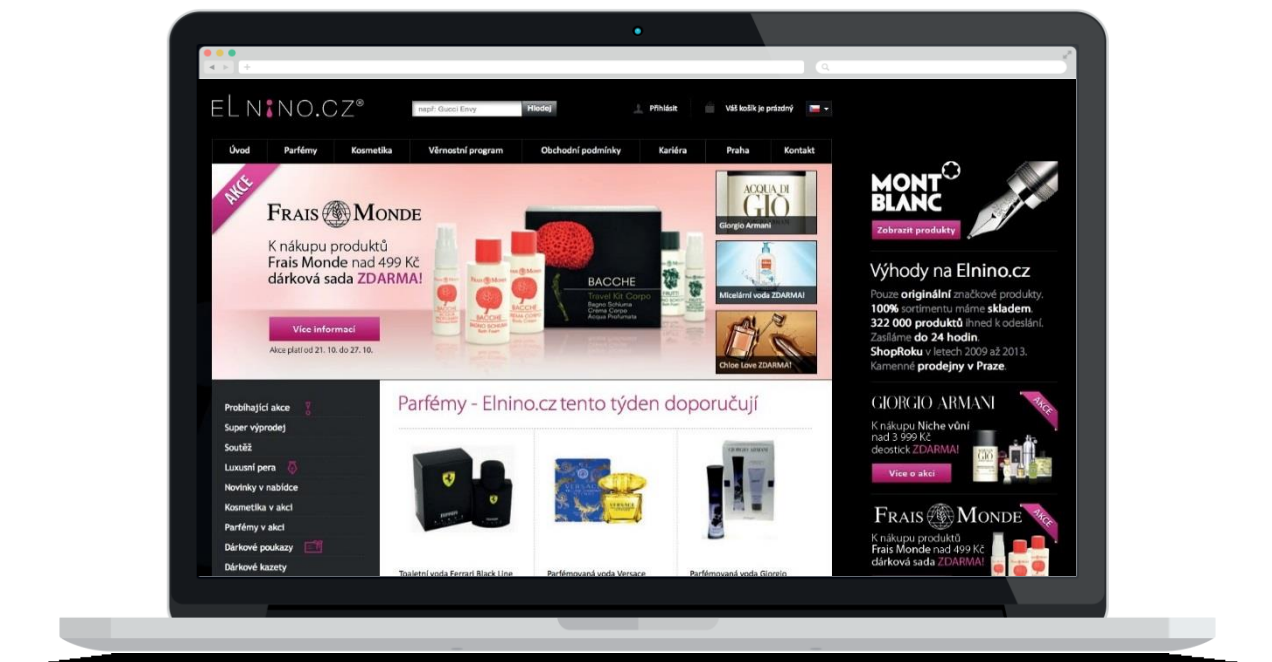


The graphs show the proportion of retargeting campaigns for best-selling brands compared to campaigns of identical brands in the search for the period from March to September 2014

# HOW CAN IT BE DONE?

## The main recommendations for setting retargeting campaigns

- **Divide the groups of users by the website and the range of products** (web categories, brands and individual products) and use this information in your ad texts.
- **Divide the group of users by** their behaviour (e. g. users who purchased; users who were in the basket).
- **Create multiple variations of retargeting lists according to the period of time** during which you want to address the users. Only by testing can you safely determine when and how long it pays off to re-address the user. The time for re-addressing also depends on the time of the decision-making process during the purchase of your products and their lifetime.
- **Address Customers with a New Offer**  
With the presumed end of the product's lifetime.
- **Customise the ads text according to the information you know about the user**  
However, beware of statements that could rather discourage the user.
- **Optimise prices regularly** as you optimise CPCs for keywords in search for maximising performance.
- **Exclude non-purchasing audiences on your website**, thus making retargeting campaigns more efficient not bothering the existing customers with a repeating offer.



# ABOUT ELNINO.CZ

The company el nino parfum, s.r.o. is among the largest perfumes and cosmetics retailers and wholesalers in the Czech Republic with international operations. The internet perfumery Elnino.cz is based on a warm approach to the customer, which is also illustrated by the five-time Shop of the Year award in the category of perfumery. The Elnino.cz portfolio includes more than 350 manufacturers from all over the world in more than 4,000 product lines with the original goods. The entire range of products is actually in stock, and delivery is guaranteed on working days within 24 hours. There are brick-and-mortar branches and dispensing points of Elnino.cz in Prague and Nová Paka.

*"Retargeting is a powerful tool which can encourage the customer to complete his purchase, remind him with a promotional offer or target with more distance at already converting customers by understanding their behaviour. The path to the goal is much easier and cheaper, in our case for about a third of the cost compared to the traditional search."*

Michal Blažek, the head of the PPC Dept.

**SKLIK.cz**



# ABOUT SKLIK

- Reaching more than 90% of the Czech Internet population. You do not pay per display, but only per click-through to the website
- You simply evaluate the economic return and the results of campaigns. You have your investments and budgets under control
- You can repeatedly target the website visitors
- Advertising on the most viewed websites (Novinky.cz, Super.cz, iDnes.cz, Proženy.cz, Sport.cz, and more than 5,000 other websites)
- Display and text forms of advertisement

More about retargeting at - <http://retargeting.sklik.cz>  
and Sklik - [www.sklik.cz](http://www.sklik.cz)