CASE STUDY SKLIK.CZ
RETARGETING ZOOT

ZOOT, a.s. is a company offering clothes and accessories of manufacturers from around the world in their e-shop. Together with the agency Red Media s.r.o., ensuring their PPC campaigns, they decided to increase the number of orders by contacting users, who visited the zoot.cz e-shop, or who have already shopped there.

ZOOT.
UDĚLEJTE SI RADOST. JEN TAK.

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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 in the Sklik content network who met the conditions defined by the advertiser. In case of an e-shop, there can be a condition that the visitor 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 order.

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WHAT WAS THE PROCESS OF CREATING CAMPAIGNS?

1. / **We think about the structure of each campaign**

Since the e-shop offers women's and men's clothing, this criterion was the first point of the structure. Furthermore, the most popular types of goods were selected, where a big number of visitors and orders was expected, such as handbags, shoes, sweaters and the like.

In order to take full advantage of retargeting, we targeted both users, who visited the website and did not buy anything and also users, who purchased and could be interested in other products.

2. / **We create lists**

For these segments, retargeting lists were compiled. The following users were contacted, in particular those ones who:

- **Did not buy anything** – retargeting lists are created here by combining the conditions women's/men's and the type of product. For this strategy, users who have previously visited the conversion page, were excluded.
- **Reached shopping cart but have not completed the order.**
- **Bought something** – Here, by contrast, users were targeted who have previously bought something X days ago and could be looking for more shopping. Therefore lists were created, targeting users who have visited the conversion page, and also the number of days was tested after which it would be appropriate to address them again.

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3. / We work with the elapsed time

In the case of each individual retargeting list, it is appropriate to work with the time the user spent in the list, i. e. **how much time elapsed since** his **e-shop visit**.

How can it be done? You create several identical retargeting lists, and set a different length of membership for each of them. For the first one for example 3 days, for the second one 7 days, for the third one 14 days and so on. By using combinations, it is then possible to define retargeting lists from these lists that will target users who visited the website 0 to 3 days ago, 3 to 7 days ago, or 7 to 14 days ago.

For example a retargeting list targeting those ones who visited the website 3 to 7 days ago can be created in such a way that you include users from the list *"visited the website 7 days ago"* and at the same time exclude users from the list *"visited the site three 3 ago"*.

Before you start creating reports, advertisements and customised banners, we recommend you to check whether the created lists have a sufficiently large **number of users**. If you create a retargeting list for a too narrow audience (perhaps only for those ones who visited the specific product page), it may happen that the number of marked users does not exceed 100. A report with such retargeting list is not displayed. Solution? To increase the length of membership or modify the conditions in the list.

4. / We create advertising customised to the lists

The next step was **to create reports and advertising.** For retargeting lists targeted at different types of products individual reports were created in order to make advertising most relevant.

Retargeting lists used for testing of the optimal length of membership (0 to 3 days, 3 to 7 days, 7 to 14 days - see above) can be entered either into one report, or an individual report can be created for each interval.

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For text advertisements and banners separate reports were created allowing as precise optimisation as possible, particularly in terms of setting different max. CPC and frequency of display for both types of advertisement.

Frequency of display for one user for text advertisements was set higher than for banners and was adapted during optimisation according to the results of the individual reports.

5. / We are tuning while in movement

After starting the campaign **price optimisation** we also **optimised the membership of the lists**. For lists with different length of membership, great differences in performance were apparent, and it was therefore necessary to edit the offered CPC to make the results as efficient as possible. Usually the CTR and also the number of conversions are reduced over time. The statistics below show that even this campaign was no exception.
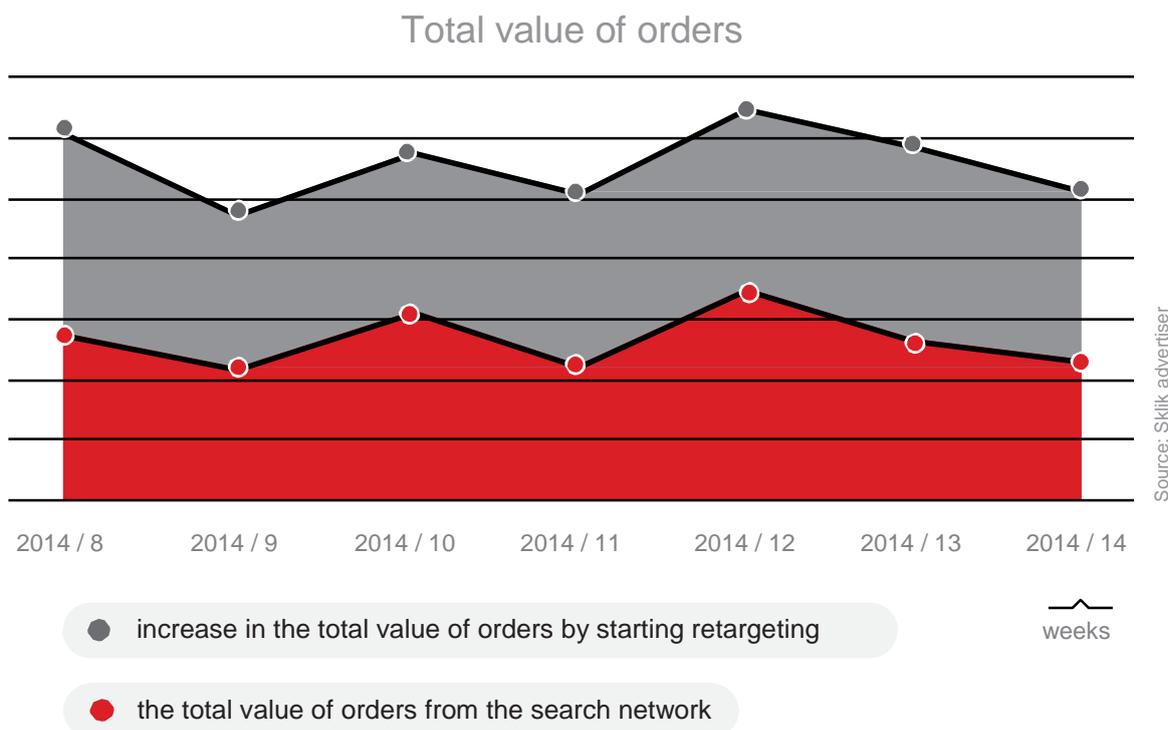
	Název	Prokliky	Zobrazení	CTR	CPC Ø	Cena	Pozice Ø	Konverze
☐	— opak. nakup (30-60 dni)	93	96 823	0,10 %	6,28 Kč	584,50 Kč	1,9	11
☐	— opak. nakup (60-90 dni)	37	48 764	0,08 %	5,66 Kč	209,50 Kč	1,9	3

Therefore, for lists with a longer length of membership a lower max. CPC was set, and vice versa retargeting lists with a shorter length of membership were supported by higher max. CPC. It is also appropriate to divide important lists into shorter periods of time.
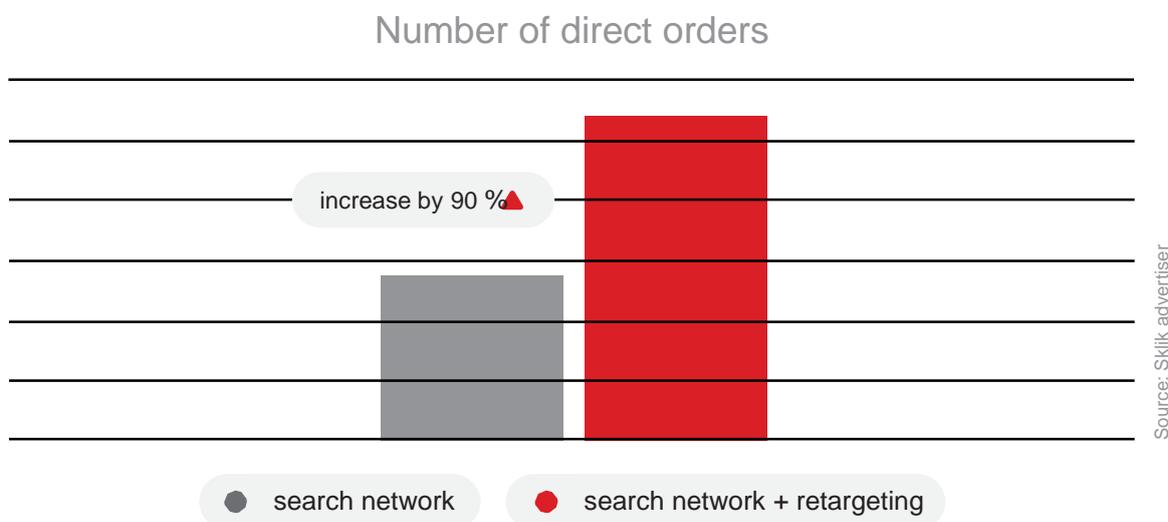
More general retargeting lists with great performance were gradually divided into more detailed categories. At the same time, new customised advertisements with more precisely targeted URL were created, and so the average price per order and the COS (turnover cost share) were reduced.

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AND THE RESULT?
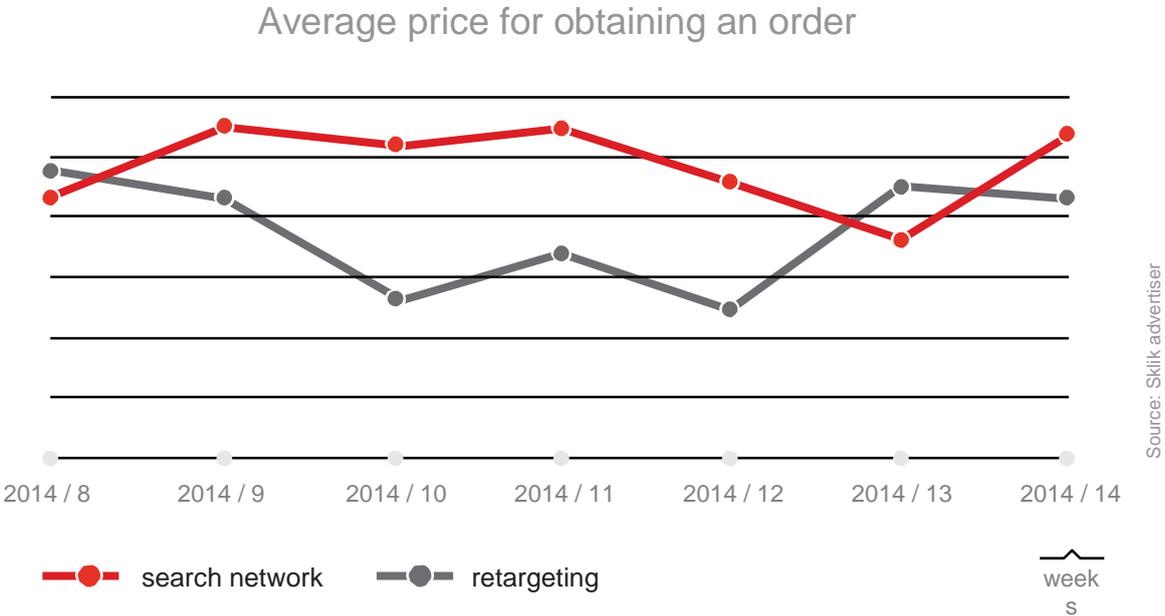
Retargeting has significantly contributed to an increase in the value of orders and **the total turnover from the Sklik has increased by 100 %!**

Total value of orders

2014 / 8   2014 / 9   2014 / 10   2014 / 11   2014 / 12   2014 / 13   2014 / 14

weeks

Source: Sklik advertiser

- increase in the total value of orders by starting retargeting
- the total value of orders from the search network

Number of **direct orders** increased to **190 % of the original volume**.

Number of direct orders

increase by 90 % ▲

Source: Sklik advertiser

- search network
- search network + retargeting

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At the same time, the **price for obtaining an order** was on average **lower than in case of campaigns in the search network.**

Average price for obtaining an order

2014 / 8   2014 / 9   2014 / 10   2014 / 11   2014 / 12   2014 / 13   2014 / 14

●— search network   ●— retargeting   weeks

Source: Sklik advertiser

The **conversion ratio** in the retargeting was on average by **50 % higher** compared to the average conversion ratio of campaigns in the search network.

Conversion ratio

2014 / 8   2014 / 9   2014 / 10   2014 / 11   2014 / 12   2014 / 13   2014 / 14

●— search network   ●— retargeting   weeks

Source: Sklik advertiser

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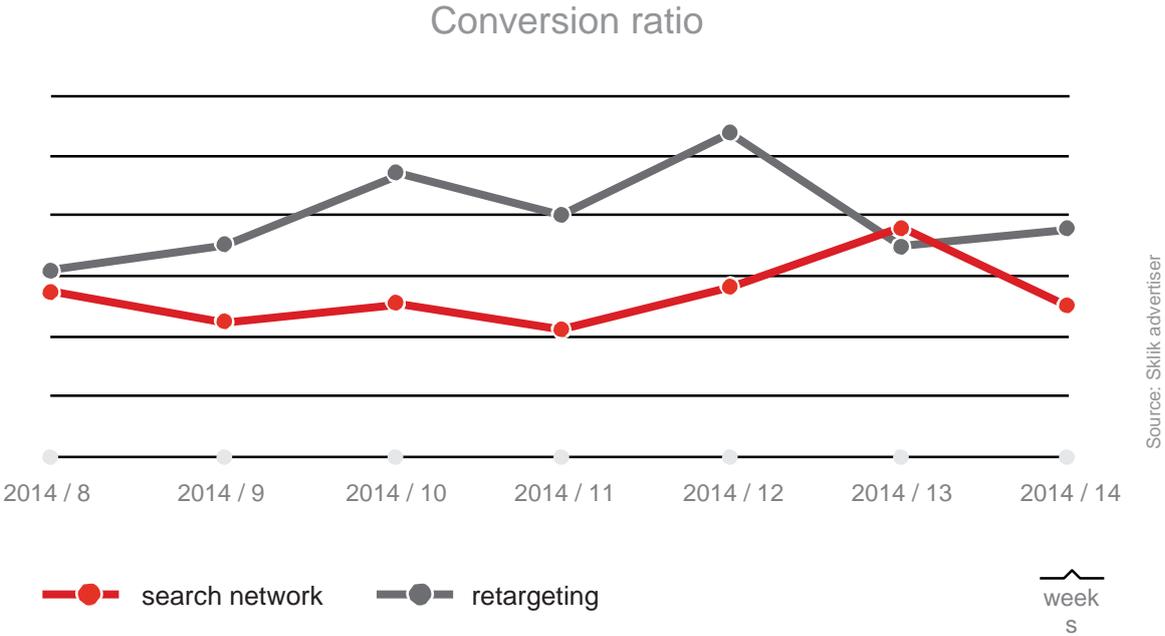
WHERE WAS THE SUCCESS HIDDEN?

The main recommendations for setting retargeting campaigns

- Think about which users you want to address. Optimal proceeding should be based on the **website structure and the offered product range.** Do not forget to target separately those users who have not yet **completed the order** and those ones who have **already been shopping** with you.

- **Customise the advertisement** to each group of users to make it as interesting and as relevant as possible to them. Users who **have not been shopping yet** can be reminded with the advertising or they can be made aware of other competitive advantages. For users who **have completed the order**, additional products can be offered.

- Test different **lengths of membership** of users in retargeting lists. Users who visited your website one month ago, may behave quite differently from those ones who visited the site yesterday. It is necessary **to adapt and optimise advertising campaigns according to those circumstances.**

- Work with the **frequency of display** to a single user. In the case of text ads, the frequency may be higher, and in the case of banners a lower frequency is recommended.

- Pay attention to **price optimisation**, optimisation according to the **length of membership** in the lists and to a more detailed **user group allocation** according to the information you find on them. Thus, you will be able to offer users what they are really interested in and increase the effectiveness of your campaigns.

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About ZOOT, a.s.

At their e-shop [ZOOT](#) they offer thousands of fashion accessories for both women and men. Customers can choose from 250 original brands and 100,000 products in stock. Clothing at zoot.cz comes from leading manufacturers of designer clothing from around the world. ZOOT delivers orders until the next working day, or the customers can pick them up at the distribution points in Prague, Brno, České Budějovice, Plzeň and Bratislava.

About Red Media, s.r.o.

[Red Media](#) is a performance agency that specialises in digital media and performance marketing. Since 2004, they have been optimising campaigns and distribution strategy for clients across B2C and B2B segments. Red Media helps clients to establish consistent marketing and business goals, to increase revenues and optimise the performance of the media plan in order to accelerate the returns on investment.

More about the Sklik retargeting at **http://retargeting.sklik.cz/**

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