



ANOTHER RETARGETING SUCCESS STORY

# Apartment Rentals

GEO-TARGETING: ALASKA

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# HIGHLIGHTS

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## TALKING POINTS

- Remarketing CPA is \$20 compared to search CPA of \$109
- Retargeting was responsible for a 26% increase in leads compared to only running search ads.
- Age of account is 1 year
- Client has paused on occasion when we've filled their complexes

CLIENT GOAL:

**\$95**  
CPL

OUR RESULTS:

**\$20.10**  
Retargeting  
CPA

RESULTS

Average CPA is  
\$90.82  
across the  
account as a  
whole

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

# PERFORMANCE DATA

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Label (Campaign) ▼	↓ Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Cost ▼	All conv. ▼	Cost / all conv. ▼
Search	3,262	43,136	7.56%	\$2.60	\$8,484.38	78.00	\$108.77
Remarketing	926	371,256	0.25%	\$0.43	\$401.93	20.00	\$20.10

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