



ANOTHER RETARGETING SUCCESS STORY

Apartment Rentals

GEO-TARGETING: ALASKA

HIGHLIGHTS

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

RESULTS

OUR RESULTS:

\$20.10
Retargeting
CPA

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

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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