



ANOTHER RETARGETING SUCCESS STORY

# [MESSAGE THERAPY]

GEO-TARGETING: [AUSTRALIA]

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# HIGHLIGHTS

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## TALKING POINTS

- Unusual campaign utilizing Google, Bing and Youtube
- The account runs almost entirely retargeting & bing
- Remarketing for Search (RLSA) generates 55% of conversions
- Next display retargeting 29%
- Youtube retargeting is third lowest CPA campaign after RLSA and display



## RESULTS

**Cold traffic CPA  
is \$179  
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

## TOP CAMPAIGNS BY TOTAL CONVERSIONS

01/02/2019 - 28/02/2019

	Campaign Name	Network	Imprs.	Clicks	CTR	Cost	CPC	Web Convs.	Phone Convs.	Total Convs.	Conv. Rate	Cost / Conv.	Avg. Pos.
1	A_N_SRCH_Current Sales	Search	77,218	1,855	2.40%	\$1,759.84	\$0.94	52	25	77	4.10%	\$22.86	1.92
2	A_N_RMKT_BE_Remarketing	Display	311,886	3,540	1.14%	\$1,618.23	\$0.45	23	18	41	1.15%	\$39.47	1.02
3	A_N_BE_DISP_	Display	746,596	4,948	0.66%	\$1,792.02	\$0.36	7	3	10	0.20%	\$179.20	1.04
4	A_N_SRCH_Current Sales_Brisbane	Search	11,311	190	1.68%	\$290.25	\$1.52	5	1	6	3.14%	\$48.38	1.97
5	A_N_TUBE_BE_YouTube Overlay Ads	Display	228,242	784	0.34%	\$222.58	\$0.28	2	3	5	0.64%	\$44.52	1.00

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## COMMENTS

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