

Does Retargeting Actually Work?



Background

- The client, a national retailer with an e-commerce enabled catalogue site, was concerned that retargeting campaigns were taking credit for sales which would have happened anyway.
- Eyereturn designed a study so that every user who arrived at the brand site was split into two different segments. Apart from the random selection of individual users to be in the experimental or control segments, these users had nothing in common.



The Execution:

- Site visitors were randomly assigned to one of two segments.
- Users in segment A were shown ads from the brand, encouraging them to return.
- Users in segment B were shown Cancer Society PSAs.
- Neither segment could ever see the other segment's ads.
- If the advertising was not effective; the Cancer Society ads would have had a similar number of clicks and site visits, and sales as the brand ad.

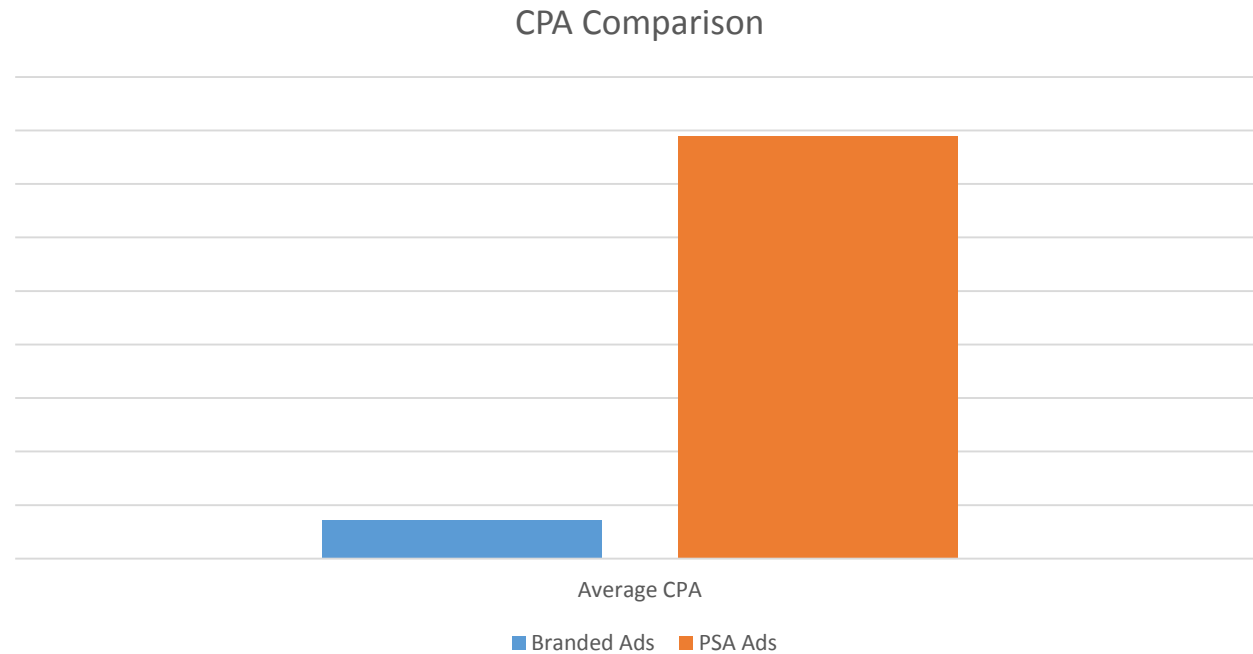


The Results

Metric	Brand Ads	Cancer Society Ads
Impressions	337,504	484,412
Clicks	1,098	309
CTR	0.325%	0.064%
Conversions (Sales)	71	8
CPA	\$14.28	\$157.67



The Results



- The CPA for the PSA ad was 11x more than the branded ad

- Retargeting delivered a clear increase in efficiency over the PSA ad delivered to an identical audience.

