



Remarketing Lists for Search Ads drive twice the conversions of standard AdWords campaigns at a 36% lower cost per acquisition for Webprint

About Webprint

- Personalised photo products
- Founded in 2004
- Headquartered in Oldenzaal, the Netherlands
- Active in Germany, France, Belgium, the UK and the Netherlands

Goals

- Acquire new customers
- Attain high visibility among users of search
- Bring consumers who did not purchase back to the site

Approach

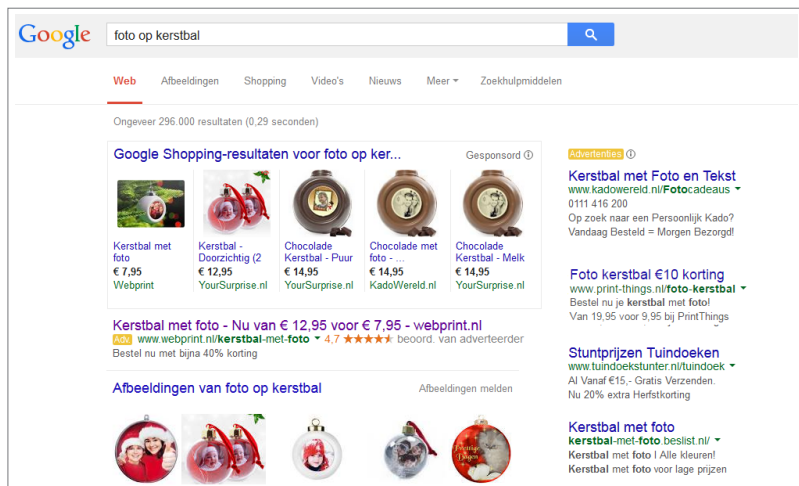
- Implemented Remarketing Lists for Search Ads (RLSA)
- Targeted previous site visitors through AdWords
- Used homepage, product page, editor, cart and checkout remarketing lists

Results

- RLSA produces twice as many conversions as normal AdWords campaigns.
- Compared to regular search traffic, RLSA cost per acquisition is 36% lower
- Compared to regular search traffic, RLSA click-through rate is 130% higher

Established in 2004, Webprint sells personalised products including photo books, photo gifts, photo mugs and photographic prints on aluminium, wood, canvas, acrylic and forex. The company allocates 35% of all marketing budget to search advertising, so it's always interested in applying new techniques to increase the efficiency of its search activity. When Remarketing Lists for Search Ads (RLSA) became available, the team was quick to take advantage.

The goals were to acquire new customers, attain high visibility among users of search and encourage consumers who had visited the website without completing a purchase to return. Webprint implemented RLSA within the AdWords interface, creating lists of previous visitors to the homepage, product pages, product personalisation editor, shopping cart and checkout. In this way, when a previous site visitor later went on to perform a Google search, he or she would see relevant Webprint advertising alongside the search results.



Webprint used both Google Analytics and Google AdWords to measure the performance of its RLSA campaigns, and were surprised to find that RLSA produces twice as many conversions as standard AdWords campaigns. Compared to regular search traffic, the cost per acquisition using RLSA is 36% lower and the click-through rate is 130% higher. Currently 5% of all visitors to the Webprint site are thanks to RLSA.

Webprint is now allocating 10% of its search budget into RLSA. "We're ROI driven," explains Robin Prinsen, Webprint's E-Commerce Manager. "RLSA increased our conversion rate, which has led to a better return on investment from our campaigns. This has opened up more budget to reach higher average positions, which leads to more traffic and more conversions."

The outcomes so far are shaping Webprint's strategy going forward. "This has led to more faith in remarketing as a channel within the company," Robin says. "We will continue to use RLSA and are expanding to other remarketing channels. We also want to use RLSA for our other sites abroad."

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