

CASE STUDY

Optimizely Sees Results With Funnel-Stage Remarketing



An industry-leading website and mobile app testing and optimization platform, Optimizely offers innovative, data-driven marketing solutions for its clients. The company was looking for an equally data-driven solution to provide rich user insights and to bring users back. It hoped to show customized messages based on a customer's stage in the relationship with the brand, getting them to the next step in the customer journey.

To reach these valuable customers while easily managing its remarketing efforts, Optimizely turned to Google Analytics Premium. Not only did it offer customizable tools and features for detailed data collection, it also provided native integration with one of the biggest advertising networks in the world.

“With the click of a button, we had access to the Google Display Network and could easily create campaigns in AdWords with our remarketing lists in Google Analytics. It provided effortless, almost arbitrarily granular remarketing.”

— Steve Ebin, head of online marketing at Optimizely

Customer-centric marketing with Google Analytics Premium

The first step in Optimizely's creative remarketing strategy involved using Google Analytics to create virtual page views to bucket users into funnel stages. For example, when visitors created an account, they hit a virtual page view called *account/create/success*. Grouping users in this way allowed Optimizely to create remarketing lists around different stages of the sales funnel.

About Optimizely

- Optimizely is a leading online [A/B testing](#) and experience optimization platform
- Over 8,000 customers and 7 billion optimized experiences
- San Francisco, California
- www.optimizely.com

Goals

- Find a granular yet simple way to remarket to visitors at specific points in the sales funnel
- Use a data-driven analytics platform that's native to Google AdWords

Approach

- Used Google Analytics to create unique virtual page views to identify where customers were in the sales funnel
- Organized remarketing lists in Google Analytics for each funnel stage, then used AdWords to serve customized and relevant messages

Results

- More cost efficiencies, with costs-per-click (CPC) 59% lower than in Optimizely's non-remarketed Google campaigns
- With only 8.1% of Optimizely's ad spend with Google, the remarketing campaign generated more than 13% of all clicks
- Successfully moved leads through the funnel
- Customers loved Optimizely's creative approach to ads

Google Analytics Premium

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Once Optimizely's marketing team created all of the remarketing lists, it created custom combination lists in AdWords. By implementing [custom combination](#), Optimizely could determine if users were in the "Created Account" group but not in the "Completed Purchase" group, essentially identifying visitors who had created an account but hadn't yet become paying customers.

Once it had identified a customer's funnel stage, Optimizely would show the group an ad encouraging them to participate in a demo or view a free webinar, eventually re-engaging them to take the next step in the conversion path. As a result, nearly every remarketing message was informative, customized, and relevant.

Ingenuity pays off with more customers and cost efficiencies

After seeing how easy it was to segment users and create personalized remarketing campaigns, Optimizely came up with more creative ways to reach high-potential clients with Google Analytics, such as promoting in-person, offline events to high-potential site users. For instance, if Optimizely was holding a big event in Manhattan, it used the region-specific insights gleaned from Google Analytics to create a remarketing list dedicated only to visitors based in New York City.

Optimizely's hard work paid off with solid results. While the remarketing campaigns represented only 8.1% of Optimizely's ad spend with Google, they generated more than 13% of all clicks. The company saw these results while costs-per-click (CPC) was 59% lower than in non-remarketing campaigns. Not only did the numbers prove the campaign worked, but customer testimonials began to pour in about how much Optimizely's users loved the ingenuity and creativity that went into personalizing the advertising experience.

"Optimizely tries to create a culture of data-driven marketing, and within our company we talk about marrying creativity with data to drive outcomes," said Ebin. "This was a perfect example of that."

Now that Optimizely has found its perfect data-driven match, it plans on experimenting even further with Google Analytics by using campaigns to show tutorial videos as ads aimed at new customers. By applying Google Analytics to other parts of Optimizely's business, the company hopes to transform the ad experience into a relevant and educational one for its customers and prospective users.

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information visit: google.com/analytics