



TopTarif increases conversions by 130% with Google Analytics and remarketing

About TopTarif

TopTarif is one of the top 3 German price comparison portals

- www.toptarif.de
- Berlin

Objectives

- Increase conversions at the same cost per conversion

Action

Differentiating remarketing lists and adjusting bids based on, amongst other things:

- Date of the last site visit
- Traffic origin
- Depth in the sales funnel
- Probability of conversion for a keyword

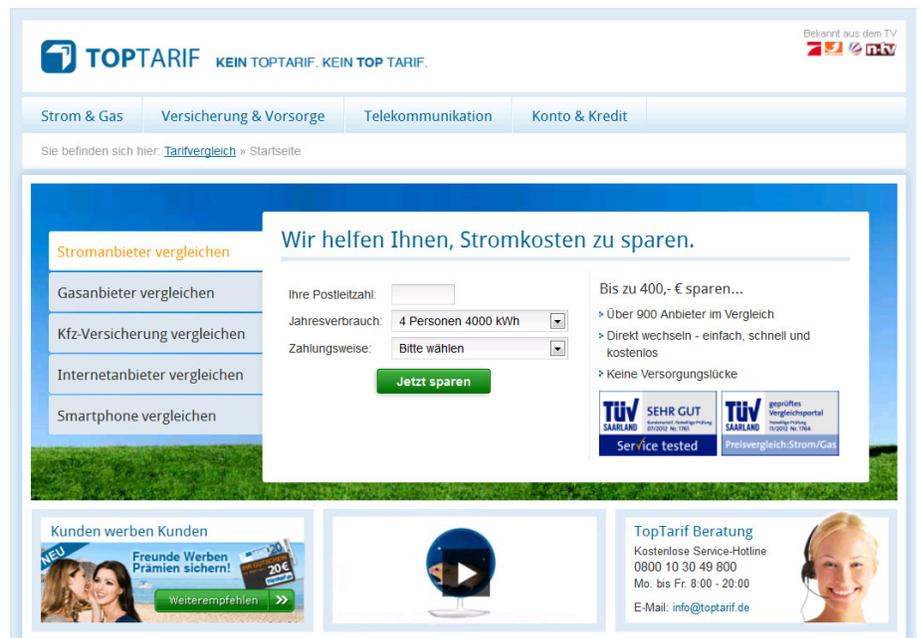
Results

- Conversions grow by 130% after switching to remarketing with Google Analytics
- Conversion rate plus 31.5%

TopTarif.de, one of the leading German price comparison portals, has increased its conversion rate by more than 31% and conversions by 130% with a combination of Google Analytics and remarketing.

Challenge: reach the right users with remarketing

TopTarif.de brings order to the jungle of offers and providers for electricity, gas and DSL supply, and vehicle insurance, free of charge. The price comparison portal has advertised with Google AdWords for several years and uses text ads, banners and YouTube videos to do so. The campaigns are primarily performance-oriented. "Our challenge is to identify users who are also highly likely to convert and appeal to them with advertisements," explains Niels Goebel, Head of Online Marketing. Conversion is classed as either concluding a contract or sending contract forms, which are completed on the website. To increase the probability of a conversion and also to reach interested users, TopTarif.de combines classic remarketing with the information that Google Analytics provides.





Combination of remarketing and Google Analytics

"Visitors to our website give us lots of signals on the manner and extent of their intention to buy; for example, when they complete forms for vehicle insurance. This way, we know exactly how high interest in the product is," says Niels Goebel. With the help of Analytics we can evaluate this information in a much more detailed and flexible way, and then both adjust the Cost per Click (CPC) for the bid per user segment and also alter the advertising message." Accordingly, the remarketing lists that TopTarif.de uses are also granular. In this respect a distinction is made, amongst other things, according to how much time has passed since the last visit, which keyword the user accessed the page via, how intensively the user has focused on comparison in the past and where the traffic originated from (including Google search or partner websites).

"Now that we can target remarketing much more precisely with the help of Google Analytics, we can find a suitable bid price for every user segment."

**- Niels Goebel, Head of Online Marketing
TopTarif Internet GmbH**

Number of conversions increased by 130%

With Google Analytics remarketing, TopTarif.de has significantly increased its conversions. Whilst classic remarketing was used from January to May 2012, conversions increased by 130% in the same period in 2013 due to improved campaign development. The conversion rate rose by over 31%. Niels Goebel is delighted: "Now that we can target remarketing much more precisely with the help of Google Analytics, we can find a suitable bid price for every user segment." He is convinced that "in every business model, it gives information on how valuable a user who has not yet converted is."

