

WATCHFINDER

About Watchfinder

- Retailer of luxury pre-owned watches
- www.watchfinder.co.uk

Goals

- Encourage site visitors who don't purchase initially to return and complete a purchase
- Encourage footfall to new London boutique

Approach

- Created 20 highly focused lists of visitors who demonstrated intent but did not purchase
- Defined groups according to funnel stage, location, language, on-site behavior, ISP, and more

Results

- Resulted in 1300% ROI
- Average Order Value (AOV) increased by 13%
- Remarketing campaigns resulted in 34% lower CPAs than non-brand search campaigns
- Early success with Remarketing with Google Analytics across Google Display Network with plans to increase investment

Watchfinder clocks 1300% ROI using precision Remarketing with Google Analytics

Watchfinder is a leading UK retailer of premium, pre-owned watches. The company was founded in 2002 as an online-only store selling watches from more than 80 premier manufacturers. Today, it has an annual turnover of £25 million and has recently opened a flagship boutique in the London Royal Exchange.

Counting the hours

Considering the average order value on Watchfinder's site is over £3,500, the company found buying decisions tended to take time, often spanning weeks or months. In fact, less than 1% of visitors were completing purchases on their first site visit. Watchfinder's challenge was to re-engage and also maintain a conversation with these visitors, encouraging them to return and make an order. In addition to driving customers back to its site, Watchfinder also wanted to encourage customers to visit its new physical boutique in the London Royal Exchange.

A moment to reconnect

Watchfinder's agency Periscopix – a Google Analytics Certified Partner – suggested Remarketing with Google Analytics as a great way to reconnect with users. Remarketing with Google Analytics allows advertisers to tap into valuable insights about website visitors who show an interest in products, identify the most relevant audiences, and run ads across the Google Display Network that are tailored to that audience using the industry's most powerful segmentation capabilities.

Periscopix created 20 highly focused lists of visitors who demonstrated intent but did not purchase. Specifically, lists were based on various aspects of user context such as location, language, and what stage of the purchase funnel they were in. On-site behavior helped establish groups that had spent a certain amount of time on the site or had viewed a certain number of pages. Other lists were created around users who had viewed a specific watch brand on the site.





About Periscopix

- Specialist PPC and Google Analytics agency
 - www.periscopix.co.uk
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Additionally, traffic performance analysis across a variety of GA dimensions revealed that certain ISP's in the London financial district yielded traffic with much higher engagement and above average conversion rates. As a result, Periscopix designed segments around investment banks like JPMorgan and Goldman Sachs to engage with employees at these companies.

Google Analytics' functionality enabled Periscopix to convey tailored messages to these key groups of interested consumers. For example, London-based users were retargeted with ads encouraging visits to the new London store, while visitors to the .co.uk site from France were retargeted with ads promoting the French site.

Time well spent

Thanks to clear reporting in Google Analytics, it's been easy to see the impressive results from Watchfinders' remarketing campaign. Six months in, Periscopix reveals the return on investment is 1300%. Average order value on the site has also increased by 13%, resulting in 34% lower CPAs than Watchfinder's non-brand search campaigns.

Across all tactics used, the remarketing list that produced the highest conversion rates, both in terms of goals and transactions, was made up of visitors who browsed for 10 minutes or more on their initial site visit without purchasing.

Watchfinder has also seen early success with Remarketing with Google Analytics across the Google Display Network. As a result, they are excited to increase investment in this area going forward.

About Google Analytics

Google Analytics 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.

