

Remarketing Case Study

**Benchmark Report
on Achieving B2B
Remarketing Success
by Optimizing
Brand Lift**



*An Advantage Business Media White Paper
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Table of Contents

1 Introduction	3
1.1 Remarketing Overview	3
1.2 The Benefits of Remarketing	3
1.3 Measuring Remarketing Success	4
2 Fluke Remarketing Campaign	5
2.1 Campaign Overview	5
2.2 Measuring Brand Lift	6
2.3 Campaign Execution	7
2.4 Campaign CTR Performance	9
2.5 Campaign Branded Search Volume	10
2.6 The Importance of Creative	11
3 Findings	13

1 Introduction

1.1 Remarketing Overview

At its core, Remarketing identifies users who have visited a specific website and re-engages them as they browse and search the web. Interest in specific products or brands resonates with these buyers as relevant messages are served to them multiple times over the course of a remarketing campaign, giving marketers the ability to create significant brand awareness and influence purchasing decisions as prospects move through the sales funnel.

A Remarketing component should be given key consideration when it comes to any online marketing campaign. It can add significant value to host of initiatives, especially for product launches, rebranding and repositioning efforts, influencing market perception, correcting a market misconception, special offers, and more.

1.2 The Benefits of Remarketing

Remarketing retains its effectiveness as a key brand awareness and lead generation tool because it allows marketers to connect or reconnect with users/buyers who hold the greatest potential for purchasing their products:

- Branding efforts are focused exclusively on a targeted audience segment associated with the industry and/or have displayed an interest in specific types of products.
- A more engaging customer experience is created as relevant messages about a product or brand are delivered to the right audience – non-users and unqualified individuals are filtered out of the campaign before it starts.
- Marketing efficiency is maximized by managing and controlling the total number of impressions.
- More qualified impressions and clicks are generated – ads are only served to pre-qualified users across high-profile sites in the Remarketing network.

POWER IN NUMBERS

With a carefully executed and monitored strategy, a B2B Remarketing campaign has the potential to deliver:

110%
increase in brand lift

150%
return on investment

14%
rise in branded search volume

0.06%
quality click through rate

1.3 Measuring Remarketing Success

As with any marketing campaign, a Remarketing strategy should be defined in advance in order to effectively measure success. There are numerous approaches and strategies for launching a Remarketing campaign. And a single campaign can potentially incorporate multiple strategies. The most common, often referred to as the “5 Ways to Win at B2B Remarketing,” are:

- Brand lift
- Quality clicks/Click-through rate
- Branded search volume
- View-throughs
- Assisted conversions

Defining the 5 Ways to Win at B2B Remarketing

Brand Lift – The percentage increase in the primary marketing objective of a brand advertising campaign, typically awareness, attitudes, favorability, purchase intent, and preference.

Quality Clicks/Click Through Rate (CTR) – The percentage of individuals viewing a web page who click on a specific ad appearing on the page. While CTR can indicate a level of success in capturing users’ interest, it does not measure the number of sales generated by the ad. Quality Clicks measure the click activity of qualified users viewing/clicking on the same ad.

Branded Search Volume – A Google Trends forecasting tool used to gauge users’ level of interest in any given topic across a period of time. A score of 100 signifies peak activity.

Assisted Conversions – An analytical measurement tool (e.g., Google Analytics, Omniture, etc.) that evaluates the value of different marketing channels in the sales process and their importance for lead generation, lead nurturing, and final sale.

View Throughs – View-through conversion tracking provides additional information related to the value of display campaigns on a Remarketing Network. It can help determine the best sites to advertise to maximize overall conversions and help optimize a campaign’s performance based on how users are responding to display ads, even if they don’t click.

2 Fluke Remarketing Campaign

2.1 Campaign Overview

Fluke Corporation is a global leader in the manufacture, distribution, and service of electronic test tools and software used by technicians, engineers, metrologists, medical device manufacturers, and computer network professionals.

The logo for Fluke Corporation, featuring the word "FLUKE" in a bold, black, sans-serif font with a registered trademark symbol, set against a yellow rectangular background.

As the company was preparing to launch its new CNX Wireless System Test Tools, it partnered with Advantage Business Media's Manufacturing Group to determine the effectiveness of Remarketing in driving its primary objective – brand lift (see below). Additionally, click-through rate and branded search volume were measured. Known users who had recently visited the Advantage Business Media Manufacturing brand websites were identified as the targeted audience segment.

The program sought to optimize brand lift by monitoring key variables, including the number of exposures, performance of creative and creative ad sizes, and media and targeting.

Brand Lift Metrics

Brand Lift is defined as the percentage increase in the primary marketing objective of a brand advertising campaign. Brand Lift can take several forms in practice, and is most often used by brand marketers to measure the extent to which their advertising has shifted user perception against one of the key purchase funnel metrics. For instance, advertisers use brand lift metrics to measure the effectiveness of their advertising in driving user:

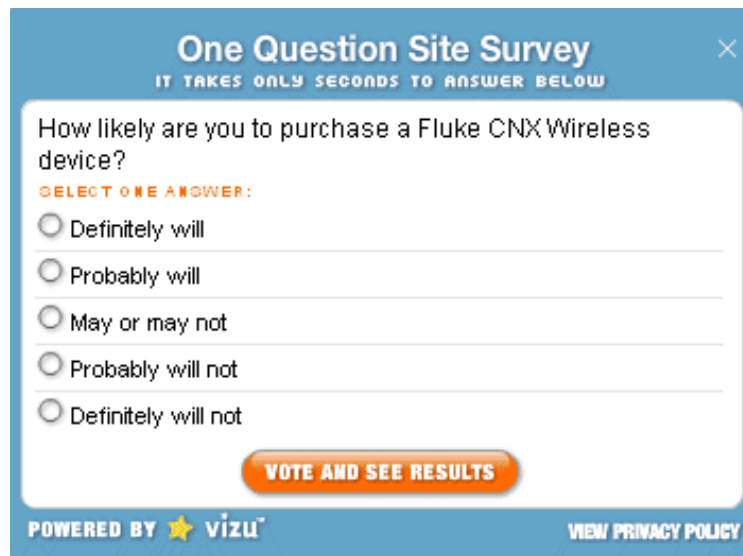


2.2 Measuring Brand Lift

All brand lift performance metrics measured in the Fluke Remarketing campaign are based on the results to the survey question, “How likely are you to purchase a Fluke CNX Wireless device?” This question was posed to an “exposed” group of users (individuals known to have seen the Fluke advertising campaign) and a “control” group of users (individuals who did not see the Fluke advertising campaign).

The survey was randomized to appear on the Advantage Business Media Manufacturing brand websites and on the full Remarketing network of sites (see Figure 1).

The survey was conducted by Vizu, an independent third party Nielsen media technology company that measures and optimizes brand advertising campaigns in real time. All survey results are analyzed and based on statistical stability as determined by Vizu. All analyzed data is measured against the report filter and settings from those individuals in both the control and exposed groups who answered “Definitely will” or “Probably will” to the survey question.



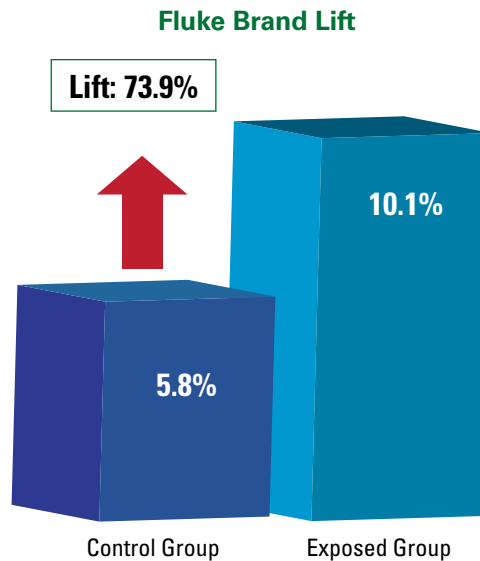
The image shows a screenshot of a survey titled "One Question Site Survey" with a close button (X) in the top right corner. Below the title, it says "IT TAKES ONLY SECONDS TO ANSWER BELOW". The main question is "How likely are you to purchase a Fluke CNX Wireless device?". Below the question, it says "SELECT ONE ANSWER:". There are five radio button options: "Definitely will", "Probably will", "May or may not", "Probably will not", and "Definitely will not". At the bottom of the survey area, there is an orange button that says "VOTE AND SEE RESULTS". At the very bottom of the survey box, it says "POWERED BY VIZU" with a star icon and "VIEW PRIVACY POLICY" on the right.

Figure 1: This one question site survey was used to measure brand lift within the control and exposed groups during the Fluke Remarketing campaign.

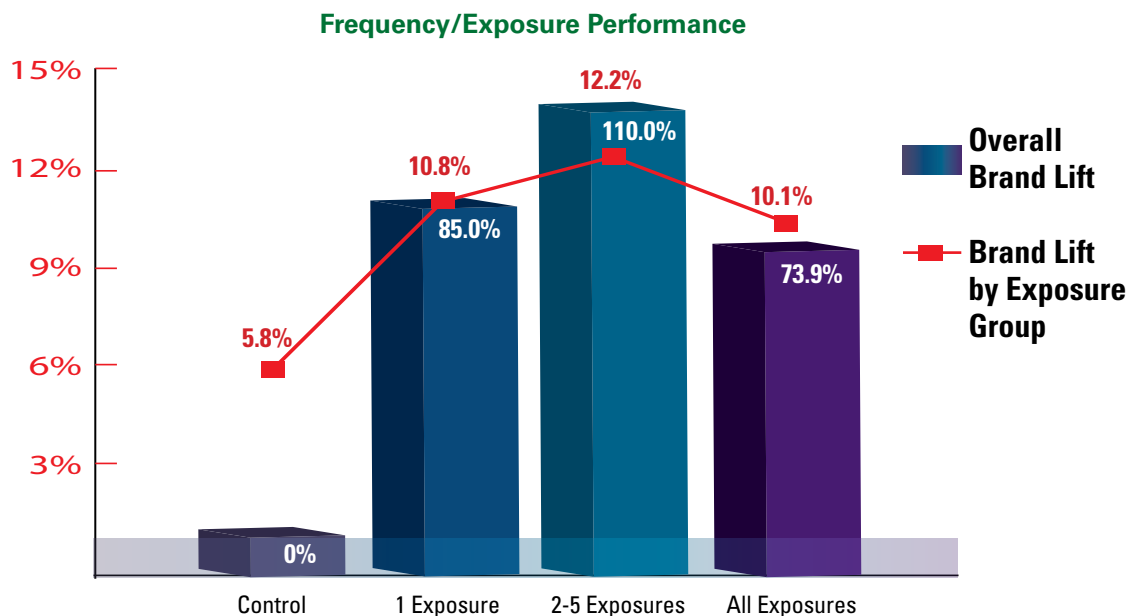
2.3 Campaign Execution

The Fluke Remarketing campaign ran for a six-week period beginning February 3 through March 20, 2013, during which the control and exposed groups of users were studied. Ads appeared exclusively on the Advantage Business Media Manufacturing brand sites and on an approved network of Remarketing sites (brand-protected G and PG-13 sites).

Remarketing proved to be an effective online advertising tool for driving brand lift, especially in the area of purchase intent. Fluke increased its “brand lift” 73.9% for purchase intent over the six-week period across all exposure frequencies based on the group that was “exposed” to the Fluke ads vs. the “control” group which had not seen the ads.



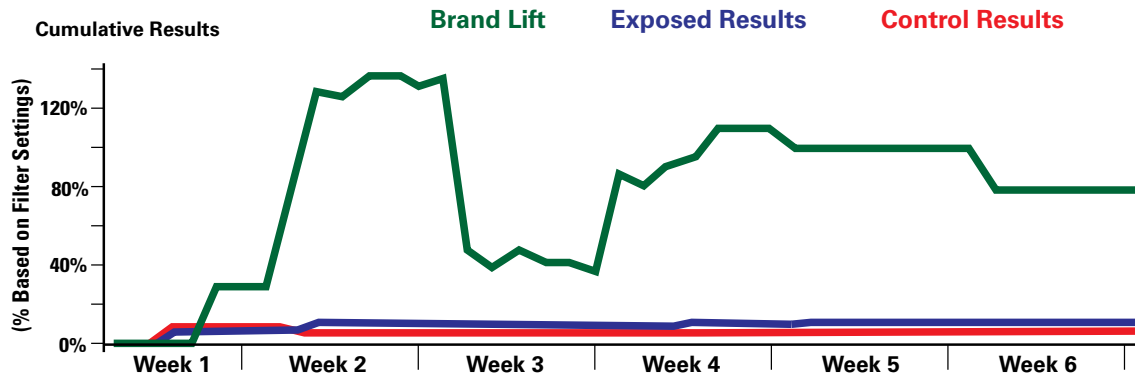
The Frequency/Exposure Performance chart below illustrates that while there was an increase of 73.9% in measured brand lift across all frequencies for the duration of the campaign, there was a significant initial lift of 85% with one exposure, followed by a 110% lift when the targeted audience segment received between 2-5 exposures. The measured increase in brand lift from one exposure to 2-5 clearly defines the need to structure a Remarketing campaign that maximizes quality exposure and clicks with a targeted audience.



The lifetime performance chart below depicts the control, exposed, and lift values for the duration of the Fluke campaign.

- Week 1 depicts the kickoff of the campaign, with Flukes ads appearing exclusively on the Advantage Business Media brand website.
- Week 2 demonstrates the full power of Remarketing as ads begin appearing throughout the Remarketing network of sites.
- During Week 3, ads were scaled back to appear only on the Advantage Business Media site as Remarketing data was analyzed and adjustments were made to the ad creative sizes.
- In Week 4, Remarketing ads once again appeared throughout the entire Remarketing network.
- Weeks 5-6 demonstrate the sustained brand lift efforts of the campaign.

Lifetime Performance



The primary chart (green line) plots the cumulative brand lift value calculated on a daily/weekly basis. The secondary depiction of the data (blue and red lines) chart the brand lift of the control and exposed groups during the same time frame. It is notable that during Week 3 as the Remarketing data was being analyzed and creative adjustments were made Fluke's brand lift with the exposed group remained steady as their original ads continued to appear on the Advantage Business Media brand site.

2.4 Campaign CTR Performance

There are many ways to measure the success of online advertising performance. Click through rate (CTR) is one of the most common, especially when it comes to measuring users' level of interest in a brand. However, Remarketing elevates the click to a new level of relevancy based on quality. Not only can Remarketing increase the number of clicks, it delivers a more qualified click based on the demographics of the target audience.

By targeting return users to the Advantage Business Media Manufacturing websites, the Fluke campaign generated an effective 0.06% CTR on those sites. More significantly, when the Remarketing campaign was expanded and relevant ads were served to this audience across high-profile websites throughout the Remarketing network, Fluke continued to achieve a 0.06% CTR as a result of its strong product message and effective call to action.

Fluke's CTR, coupled with the campaign's brand lift and branded search volume performance (see next page), indicated a high level of success in capturing the interest of relevant users.

In measureable ROI terms, the Fluke Remarketing campaign effectively generated 10 times the performance (number of clicks) compared to a traditional B2B online display campaign for four times the investment. Fluke generated 362 clicks across the Remarketing network, while initiating 34 on the Advantage Business Media Manufacturing brand sites – a 150% return on investment.

Fluke Remarketing Performance Metrics

Websites	Impressions	Quality Clicks	CTR
Advantage Manufacturing	56,146	34	0.06%
Remarketing Network	614,468	362	0.06%

2.5 Campaign Branded Search Volume

Remarketing has the ability to generate a significant rise in branded search volume over the life of a campaign. It's an especially significant benefit during a product launch or rebranding effort for an existing product or technology.

The Fluke CNX Wireless Team campaign illustrates the power of Remarketing in analyzing this metric. Utilizing Google Trends, the branded search volume for the term "fluke cnx" was measured at 100 during February 2013, the first four-weeks of the Remarketing campaign. (Note: a score of 100 measures "peak" search volume on the Google Trends scale.)

Fluke's branded search volume of 100 for February 2013 represented a 14% increase over the prior month (see Figure 2). And, in the month following the Remarketing campaign, Fluke's branded search volume dropped to 67, a 33% decrease.

In the short time the Fluke campaign was active, it had a significant impact in elevating users' level of interest in the CNX Wireless brand. During the Remarketing campaign, Fluke's branded search volume nearly doubled from pre-campaign levels. And post-Remarketing, Fluke's brand search still maintained a 20% increase.



Figure 2: Google Trends' relative keyword score for "fluke cnx," January-March 2013.

2.6 The Importance of Creative

As it prepared to launch the Remarketing campaign, Fluke developed two standard ad sizes – a 728 x 90 leaderboard and a 300 x 250 boombox – paying close attention to imagery and copy.

As a known brand amongst its target audience, Fluke applied basic marketing principles when it came to developing the creative for the campaign. The ads focus directly on the product launch, in this instance, the Fluke CNX Wireless Team, with an understated call to action – “Learn More.” The use of a simple product-focused, animated .gif with minimal copy effectively conveyed its message.

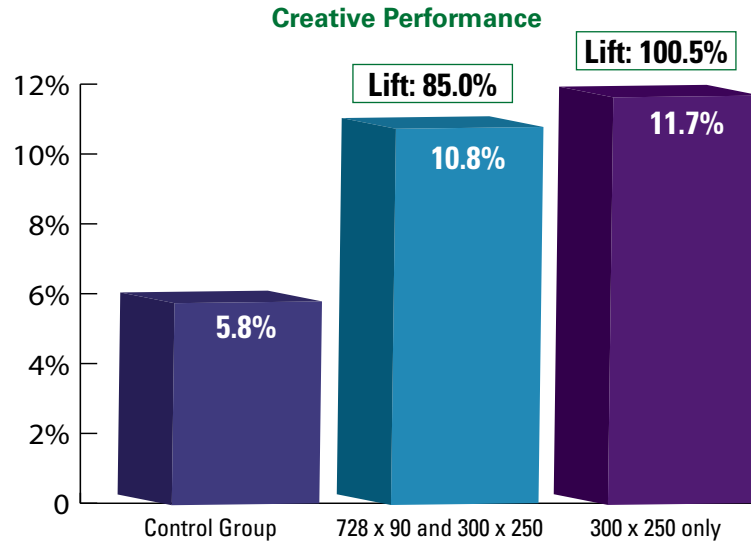
Fluke Leaderboard Ad: 728 x 90 animated .gif



Fluke Boombox Ad: 300 x 250 animated .gif



The creative performance chart below maps out responses from viewers by the two creative size units utilized by Fluke during the campaign.



After comparing Brand Lift performance across all exposure frequencies, Fluke and ABM identified which creative unit was more effective in driving Brand Lift. Once the lower performing digital creative ad unit was identified, in this case the 728x90 leaderboard, Fluke and ABM reallocated those impressions to the higher performing 300x250 boombox unit while the campaign was still in progress.

This analysis underscores the importance of monitoring all aspects of a Remarketing campaign. It's critical to understand the impact of certain messages on the target audience:

- Does it relate to their area of responsibility?
- Does it address their needs?
- Will it help them achieve specific goals?
- Is it worth their time to find out more about a brand or specific offering?

While the Fluke Remarketing campaign message was on target and provided clear answers to these questions, it also showed that ad size can influence campaign performance. The ability to test various ad sizes and seamlessly reallocate impressions quickly, contributed to the success of the overall campaign.

3 Findings

With marketers constantly striving to improve the performance of their web-based marketing efforts, Remarketing has game-changing potential for online marketing campaigns when implemented correctly. It may be the most disruptive online marketing technology since the rise of lead generation.

And as they embrace new technologies in their quest to more effectively invest their marketing dollars, these same marketers are finding that remarketing gives them greater control over the online campaigns with the ability to tailor ads to specific users and ultimately drive more qualified clicks and conversions.

Utilizing Remarketing as a brand awareness and lead generation tool is especially effective for new product launches, as evidenced by the Fluke Wireless System campaign. By segmenting and engaging a targeted audience of users/buyers, a group that yielded the greatest potential for purchasing its products, Fluke was able to conduct a successful Remarketing campaign. Specifically:

- Significant brand lift over the duration of the campaign – 73.9% increase in purchase intent (Source: Vizu, a Nielsen Company).
- Increased brand lift with multiple ad exposures/impressions per user – 85% lift with one exposure; 110% lift with 2-5 exposures.
- Identification of the prime creative unit for maximum brand lift over the course of the campaign.
- A documented 0.06% click-through rate across the Remarketing network of websites (Source: Site Scout, Feb-Mar 2013).
- A 14% increase in branded search volume for the term “fluke cnx” (Source: Google Trends Jan-Mar 2013).

Fluke maximized efficiency and generated more qualified impressions and clicks by displaying their ads to the pre-qualified Remarketing audience (recent visitors to the Advantage Business Media brand website). With monitored testing and effective messaging, they were able to keep the focus of their brand and new product line front and center, while gaining traction and increased recognition.

By setting limits on the number of impressions and exposures, they ensured that their brand remained top of mind with the targeted user group without becoming a distraction or nuisance to the viewers.