



# PERSONAL CREATIONS



## USE OF 24/7 REAL MEDIA'S RETARGETING CAMPAIGN BOOSTS CONVERSION RATE

### Background

Personal Creations is an online merchant of personalized gifts for seasonal occasions and special events such as weddings, baby showers and graduations. It offers a wide variety of products, including jewelry, apparel, decorative accents and furniture, each decorated with the customer's requested customized message or design.

In recent years, the popularity of personalized gifts has dramatically increased. This year, approximately 28% of US shoppers will go online to purchase a personalized gift during the holidays and industry insiders expect this market to continue to experience rapid growth.

### The Brief

Personal Creations wanted to establish a cost-effective digital marketing plan that would take full advantage of this growing market. In particular the company wanted to increase the conversion of non-spending browsers into actual buyers. The company selected 24/7 Real Media to run its campaign on its Global Web Alliance network of Web sites, as it was best suited to accomplish this objective. 24/7 Real Media has a track record of success—as demonstrated by improved advertiser ROI—both with behavioral targeting in general and with retargeting in particular. (Retargeting is a form of behavioral targeting: it involves the identification of users when they visit an advertiser's site, and then at a later time (hours, days, even weeks later) serving them ads from the advertiser on the pages of other sites on a network.)

### The Approach

Using the Open AdStream® platform that powers the Global Web Alliance, 24/7 Real Media worked with the client to devise and implement a retargeting program. The campaign was executed in order to serve banner and out of page ad units to Personal Creations' visitors whenever they later visited our Global Web Alliance network of more 950 Web properties. The "detonator" for this campaign was a keyword-driven search campaign to increase initial traffic to the Personal Creations site. The campaign went live on November 16th and ran until December 15th.

"24/7 Real Media furnished the tools and services that helped us achieve a very clear, yet challenging objective: converting traffic into sales. The retargeting program was extremely effective, resulting in increased conversions and higher sales revenues. We plan to continue such successful efforts in the future to improve our business."

-Tom Denison,  
Director of  
E-Commerce,  
Personal Creations



The Science of  
Digital Marketing



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us online at [www.247REALMEDIA.COM](http://www.247REALMEDIA.COM)



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## The Results

Over the specified period, the campaign raised the overall conversion rate of visitors to the Personal Creations site by 18%, while the conversion rate among those who were responding to a retargeted ad was 9%. The percentage of those who were retargeted with one or more ads who clicked through to the Personal Creations site was 11%. The average value of sales also rose by 10%. The campaign was so successful that Personal Creations ran a follow up campaign during the Easter/Mother's Day/Father's Day/Graduation time frame from March 1st through May 31st.

## The Meaning of the Results

The use of retargeting demonstrated its prodigious effectiveness as a tool for converting viewers to buyers. When coupled with a network of sufficient size, such as 24/7 Real Media's Global Web Alliance, it not only increases click conversions but also lifts the overall site conversion rate. In fact, this kind of retargeting generates conversion rates close to internal email marketing programs but without their associated headaches and complexities, such as data collection, open rates, transmission costs and spam. With this retargeting strategy in place, Personal Creations could continue to capture increasing sales and revenues from visitors to its site as well as increase brand awareness and preference.

## About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

## 24/7 Real Media: The Science of Digital Marketing.