

WATCHFINDER periscopix

About Watchfinder

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

About Periscopix

- Specialist PPC and Google Analytics agency
- www.periscopix.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 1,300% 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 1,300% ROI using precision Remarketing with Google Analytics

Watchfinder is a leading U.K. 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 more than £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 reengage and also maintain a conversation with these visitors, encouraging them to return and place 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 identify groups that had spent a certain amount of time on the site or had viewed a certain number of pages. Other lists were based on users who had viewed a specific watch brand on the site.



