

Dynamic Remarketing delivers Storkie Express conversion rates 203% higher than regular display and lower costs-per-conversion.



About Storkie Express

- www.storkie.com
- Plantation, FL
- Custom-printed invitations, announcements and cards

Goals

- Create awareness of Storkie brand, product offerings
- Connect with customers, build long-lasting relationship

Approach

- Ran ads on search and Google Display Network
- Created remarketing campaign
- Used Dynamic Remarketing to automatically tailor ad messaging

Results

- Conversions grew 117% on Google Display Network
- 203% higher conversion rate than regular display ads
- 119% higher conversion rate than regular remarketing campaigns
- Dynamic Remarketing 3x more likely to generate view-through conversion than regular remarketing
- Drop in cost-per-conversion
- Google products support both ROI, branding initiatives

Storkie Express knows the meaning of “customers for life.” An online source for custom-printed invitations, announcements and cards, Storkie Express was first created in 1990 and launched its website in 1999. “Over the years, Storkie has grown from a company specializing in baby stationery to a complete life events stationery company, and this growth has been driven organically by customers,” says David Gudai, vice president of marketing. “We recently created wedding invitations for a bride whose birth announcements we created 20 years ago,” says David. “To be able to share in our customers’ life cycle is truly incredible.”

In 2002, Storkie Express ran its first AdWords ad and has worked with Google ever since. “Google platforms have been at the center of Storkie’s transformation from a catalog company to an ecommerce company,” says David. Today, Storkie devotes most of its online budget to search, though display ads garner a larger part each year. Over the past five years, Storkie’s annual display ad spend has grown 111 percent on average, with display ad spending in 2011 surpassing the display budget of all previous years combined.

Creating awareness using Google

David notes that Storkie Express’ key challenges revolve around creating awareness: of the Storkie brand and value proposition, and of its online product and service. “Google products help us solve these challenges in different ways. As more users turn to Google to help them find what they’re looking for, and as Google evolves the mediums by which businesses can reach audiences online, there’s huge opportunity,” David observes. “With Google products, Storkie can find and evolve the balance of ROI-centric initiatives and brand-centric initiatives.”

Tailoring ads for greater impact with Dynamic Remarketing

“Our core business goal is to create a connection with our customers, where we become a part of their special life events,” explains David. To initiate this relationship and turn site visitors into customers, Storkie began using AdWords remarketing, a feature of interest-based advertising that helps Storkie reach people who have previously visited its website. These visitors see ads for Storkie.com while they browse other websites in the Google Display Network.

Going one step further, David and his team created Dynamic Remarketing campaigns to show ad messaging that’s dynamically tailored to each person based on the products previously viewed on Storkie’s site. For example, visitors who viewed the holiday category will see remarketing ads featuring specific holiday products. “By personalizing the ad content and messaging to the products and genres that interest the user, the impact for action-centric marketing is tremendous,” says David. “Taking on-site user data to personalize the user experience off-site is huge,” he adds.

“This allows us to connect with customers in a more meaningful capacity. For both prospective and past customers, a relevant, highly personalized message makes it easier for users to find what they’re looking for – and find what they might need, but had not thought about,” he says.

Conversion rates swell with Dynamic Remarketing

David measures the performance of Storkie's remarketing campaigns based on ROI and considers his Dynamic Remarketing campaigns to be "tremendously successful" – overall conversions on the Google Display Network grew 117 percent thanks to the Dynamic Remarketing campaigns, with a corresponding drop in cost-per-conversion. The Dynamic Remarketing campaigns also achieved conversion rates 203 percent higher than Storkie's regular display campaigns and 119 percent higher than Storkie's regular remarketing campaigns. "We saw that Dynamic Remarketing was three times more likely to result in a view-through conversion than regular remarketing," notes David, adding, "I love that both conversions and view-through conversions are tracked, providing more robust insights into the impact of display advertising."

"For ROI-centric goals, remarketing leverages the best aspects of search and display, providing a more relevant experience for users and companies," David says. "We will absolutely continue to leverage and increase our remarketing initiatives."



The art of personalization

With all of Storkie Express' experience in creating personalized products, David knows the importance of a made-to-measure approach when acquiring and keeping customers – even across decades. "The name of the game is personalization. Continuing to provide that tailored experience for each user is certainly the future," he observes. "Dynamic Remarketing is the perfect representation of the evolution of display ads and remarketing in particular."

