



When Fiat.nl adopted search retargeting, the click-through-rate increased by 9% while cost per acquisition dropped by 26%

About Fiat

- Founded 1899
- Headquarters in Turin, Italy
- www.fiat.nl

Goals

- Drive online performance
- Utilise budget efficiently
- Re-attract lost website visitors

Approach

- Adopted Remarketing Lists for Search Ads

Results

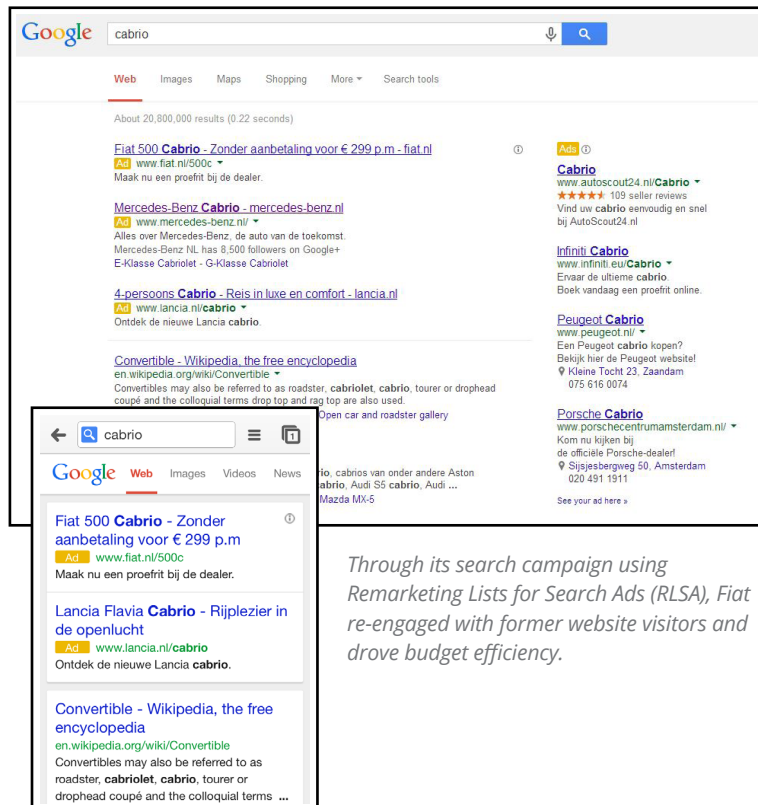
- Improved ad click-through rate by 9%
- Decreased cost per acquisition by 26% on generic search queries

As an automotive brand with a multimedia strategy, Fiat views Google search as one of its most important channels for connecting with consumers. Along with raising brand awareness, online performance is a key focus for the company. With the goal of utilising its budget even more efficiently and re-engaging with lost visitors to its website, Fiat decided to use Remarketing Lists for Search Ads (RLSA).

Reconnecting visitors with favourite Fiat models

Based on data from the Fiat site, it's possible to develop remarketing lists of interested former visitors, as well as the car models they viewed. In this way, the intention behind a search query now forms one of the main pillars in determining the relevance of an ad to a certain consumer.

“We can use our website data to understand what the user views on the site,” explains Nino de Jager, online marketer at Quisma Netherlands. “Then we can show this user an advertisement based on the content viewed on the website. For example, when a user has looked at the Fiat 500 cabrio on the site, we are now able to show them a very relevant ad creative the next time they perform a search query using ‘fiat’ or ‘cabrio.’”



Through its search campaign using Remarketing Lists for Search Ads (RLSA), Fiat re-engaged with former website visitors and drove budget efficiency.

“Search remarketing helped us reach our audience with the most relevant message at the most relevant time while keeping our spend in control. This resulted in a lower cost per acquisition and higher customer satisfaction.”

— Nino de Jager, Online Marketeer, Quisma Netherlands

Driving more clicks and lower costs

According to Nino, it can be difficult to achieve a positive cost per acquisition on competitive keywords like “buy car.” In order to stand out to the right audience, Fiat increased bids for users who had already visited fiat.nl before. This resulted in higher ad positions for valuable consumers, as well as allowing for a more efficient budget spend. Using RLSA improved the ad click-through rate by 9% and cost per acquisition dropped by 26% on generic search queries.

“Our goal is not only to reach people but also to engage them with our brand. The latter is the biggest challenge as it involves many points of contact,” says Nino. “Via RLSA, we can reach these users again with the relevant messaging while keeping our budgets efficient.”

His advice to other marketers hoping to replicate Fiat’s success? “Try to understand what someone is really searching for on your website. Then use this information to reach out to this person again with the most relevant message at the right time and query.”