



Dynamic Remarketing helps Skates.co.uk drive 4x more conversions in hyper-competitive retail market

About Skates.co.uk

- www.skates.co.uk
- Online retailer of skates, scooters and related products and clothing

Goals

- Find new ways to stand out in an increasingly competitive market
- Target customers with more relevant ads
- Drive down cost per conversion

Approach

- Implemented dynamic remarketing
- Continued to run a blended mix of search and other campaigns, as well as a YouTube channel

Results

- Dynamic remarketing responsible for 2% of all sales
- Cost per acquisition (CPA) 77% lower with Dynamic vs. static Remarketing
- Dynamic Remarketing drove nearly four times more conversions than static

Since its launch in 2007, Skates.co.uk has grown rapidly, expanding its product line to include skates, scooters, clothing and more for the burgeoning skate culture. The company recently added Dynamic Remarketing on the Google Display Network, which makes it possible to tailor ads to each person, based on the pages or products they previously viewed on the Skates.co.uk site.

“Just in the past year, our market has become a lot more competitive,” says Managing Director David Tuttlebee. “In that environment, we need to add tools like Dynamic Remarketing to make sure we’re maximizing every opportunity to reach customers and get maximum return on our advertising investments.”

Connecting with online audiences

David estimates that 98% of the company’s advertising is done online using methods including search advertising, Google AdWords and display ads on the Google Display Network. The company is also a Google Enterprise customer, and relies on enterprise products such as Google Apps and Google Drive.

In addition, the company began using Remarketing two years ago to help increase conversions. Most people who visit a retail website don’t make an immediate purchase, but Remarketing makes it possible to reach out to those past site visitors again.

Dynamic Remarketing drives results

Especially given the recent increase in market competition, David said the company jumped at the chance to add Dynamic Remarketing into the mix of its online efforts. Dynamic Remarketing enables the company to reconnect with potential customers using tailored dynamic ads. With dynamic remarketing, ads can be created in minutes with the products that already exist in your Merchant Center catalog.

Compared to standard Remarketing campaigns, internal Google research has found that Dynamic Remarketing campaigns increase click-through rates (CTR) by up to 450%. At Skates.co.uk, Dynamic Remarketing is now responsible for 2% of all sales, and in a recent 30-day period, the cost per acquisition (CPA) was 77% lower than for static Remarketing campaigns, with more than four times more conversions.

During that same one-month period, the cost of sales decreased 30% while revenue increased 50%. The CPA for a Dynamic Remarketing campaign was nearly £5 less than the account average, and the campaign ranked seventh out of 212 campaigns in total conversions.

"We're able to deliver ads that are more relevant to potential customers, and that helps us stand out from the competition, as well as leading to a higher conversion rate."

— David Tuttlebee, managing director, Skates.co.uk

Standing apart from the competition

In a hyper-competitive environment, it is essential for online retailers to advertise wisely – to connect with customers using relevant ads that provide strong return on investment. David says that's precisely what Dynamic Remarketing has enabled Skates.co.uk to do.

"We're able to deliver ads that are more relevant to potential customers, and that helps us stand out from the competition, as well as leading to a higher conversion rate," says David.

