



## NAMSHI produces a twofold improvement in return on ad spend by making the switch from static to dynamic remarketing

### About NAMSHI:

- Fashion retailer
- Based in Dubai

### Goal:

- Boost conversions

### Approach:

- Implemented dynamic remarketing

### Results:

- ROAS 2X higher than static remarketing
- Better conversion rates and more traffic
- Simpler campaign creation

As a fashion retailer offering apparel, footwear and accessories for men, women and kids, NAMSHI began using dynamic remarketing to boost conversions. While remarketing allows brands to show ads to people who have previously visited their site or mobile app, dynamic remarketing goes a step further. Using this approach means that NAMSHI can show ads to former visitors promoting the products they've previously viewed, along with additional products of interest that Google's recommendation engine has automatically pulled in.

With over 50 new dynamic templates available in Ad Gallery, AdWords predicts which dynamic ad layout is likely to perform best for each placement and platform where each ad will show. Brands have the ability to upload logos, change colours and update messages to ensure that dynamic ads match their look and feel. NAMSHI also takes advantage of dynamic product text ads, an exclusive AdWords format that brings additional exposure beyond image ad placements.

To further drive performance, NAMSHI uses Conversion Optimizer. This tool optimises bids so that NAMSHI bids higher when the brand's customers are most likely to convert. It works by finding the most valuable visitors based on many factors – including how recently they came to the site – and then uses that information to adjust bids accordingly.

Compared to static remarketing, dynamic remarketing has demonstrated better returns and conversion rates. "Our return on ad spend with dynamic remarketing is twice that of static remarketing," explains Megha Mehra, NAMSHI's VP of Marketing. "We see higher traffic generated through dynamic versus static, though the audience list is the same." Operational demands are now simpler, too. "Dynamic remarketing ads are easier to create compared to static ads, as we don't need to create new designs or different ads to keep up with category performance changes such as seasonality and fashion trends."

Based on the outcomes so far, NAMSHI has plans to expand the successful formula further. "We would like to retarget our web and app users on both in-app inventory and mobile web inventory and deep-link them back to the app," Megha says.



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