Remarketing - Increase Your Online Conversion Numbers

Everyone wants to increase their online conversion numbers – turn website visitors into customers. What happens when someone visits your website, looks around and leaves? Or worse yet - fills their online shopping cart then abandons it? According to Moz.com[1], while 30% of people visiting e-commerce sites put something in their shopping cart, only 3% actually complete the purchase.

This is where Remarketing can make the difference between losing those customers forever and getting them back to make a sale.

What is Remarketing?
Remarketing is a general term for marketing to the same prospect many times. This can include both online and offline campaigns such as a series of billboards, direct mail, email and Internet advertising.

In this piece, we're going to focus specifically on digital remarketing strategies that will help you with online conversions.

One specific type of Remarketing, known as Retargeting, allows you to show ads to potential clients based on specific criteria, even when browsing other sites online. There are specific tools that display text or image ads for your products or services on other websites after a visitor leaves yours.

Let's say that you own a fashion line. Amy has been browsing your leather purses and even selected one for her shopping cart, but did not buy. Using retargeting, she will now start to see ads for that purse or another selection of similar items (that you choose) on any other site where the Retargeting ads are placed. This will reinforce your brand and encourage her to come back and buy that fabulous purse.

How does it work?
Digital Remarketing is relatively straightforward. It works like this: Jen visits your remarketing-enabled website, BuyCookies.com. When she does this, BuyCookies.com will save a small file with its company info onto Jen's computer or phone. Then when Jen visits another website that is set up to show advertisements, that website can read the small file and hence knows that Jen has viewed BuyCookies.com. The website therefore displays the ad for BuyCookies.com in its ad spot, which encourages Jen to return to your site to hopefully complete a sale or contact you.

Ironically (or perhaps intentionally), that small file that is saved on the visitor's computer is actually called a Cookie (yum).

Going back to the fashion example, if Carl to your site spent most of his time browsing the boots in your line, you don't necessarily want to send him the same ad that Amy, who was looking at purses, will see. This targeted remarketing is much more likely to result in a conversion because it speaks directly to the Carl's interests.

What kinds of groups can I target?
There are a number of ways you can specify targeted advertising. For someone who only visited your home page you may want to serve them a general ad to reinforce your brand and encourage them to visit again. The prospect that put items in a cart and abandoned it could be presented with a discount code encouraging them to complete their purchase.

You can also segment potential clients by the areas of interest indicated by their shopping behavior. If, for example, Carl visited an online bookstore and searched for a specific crime novel, you could show him an ad encouraging him to take a look at other books in the same genre. Clicking on the image of the other interesting novel in the ad takes him back to your site.

What do I need to know?
When hiring a company to execute your Remarketing, you should ensure that the content they use is relevant to the criteria you selected. You will also want to consider including some kind of incentive for the visitor to return to the site such as a discount coupon code, free shipping or a buy one get one offer. Finally, make sure that your ads keep your branding intact by using images, logos and descriptions that are similar to, if not exactly the same as, what the visitor saw on your site.

Let's Talk About Email Remarketing
Another way to bring visitors back is to send them a direct email. First, you need to get their email address (obviously). There are a few strategies that you can discuss with your Digital Marketing agency for this, one of the most effective is a popup that promises emailed coupons or other value to your customers if they will enter their email address. Another is to ask for a brief survey when a visitor leaves, again with a value proposition that relates to your brand. Once you have the email you can get very specific with targeted Remarketing.

When someone abandons their cart or doesn't book a service you can send a follow-up email with links to complete their order along with an immediate discount if they complete the purchase.

A recent study conducted by Moz[1] demonstrated the benefits of email Remarketing using a travel site. They were able to convert an amazing 64% of abandoned bookings by sending a follow-up email offering a discount within a given window of time. A message like, "Don't miss out on the magic of Hawaii! Save 10% if you book within the next 48 hours," is very powerful. Scarcity coupled with savings make the call to action that much more attractive to the buyer.

In a case study by VE Interactive[2] they tested three types of Remarketing emails with the following results:

1. Generic branded follow-up email = 10% increase in conversion rate.

2. Personalized remarketing email with a promotional code for a 5% discount time limited to 72 hours = 100% increase in conversion rate.

3. Personalized remarketing email with a promotional code for a 5% discount time limited to 48 hours = 200% increase in conversion rate.

According to the studies mentioned above, Remarketing emails with the highest conversions were sent within the first hour after order abandonment, included some sort of incentive, were personalized and had a (short) time limit.

What About Social Media?
Social media has very similar Retargeting mechanisms to websites. A cookie (the digital kind) on your site remains on a visitor's computer when they go onto social media. Just like with regular Retargeting, you can segment the audience to put certain products or lines in front of particular groups.

Work with your Digital Marketing agency to apply the same basic Remarketing principles for fantastic results in the social media sector.

Don't let potential customers vanish - try Remarketing, a smart way to convert visitors into clients.

[1] https://moz.com/ugc/the-power-of-email-remarketing
[2] http://www.veinteractive.com/cases/case_study_whsmith.php