

Case study

# Dynamic retargeting for product category

Performics

 decoDoma

 SKLIK.cz

## About decoDoma

DecoDoma is a Czech mail order and online store founded in 2012, currently operating in the Czech, Slovak, Polish and Romanian markets. It is one of the leaders in the field of household goods, accessories and home textiles with a wide range of its own label products. decoDoma successfully combines online and offline tools into a powerful marketing mix and has been advertising in the Sklik system since it started.

The customer can buy online, from a printed catalogue or in three brick-and-mortar stores and then collect from a network of hundreds of pick-up points. During the season, decoDoma has more than 5,000 products in stock, ready for immediate dispatch.

## About Performics

The performance marketing agency Global, part of the Publicis group, has been managing client campaigns since 2013, when it was still operating under the local B2Bgroup brand.

Global's portfolio consists of more than 100 satisfied clients who, thanks to the agency's bespoke service, continue to meet their business goals and improve their brands' market position. The agency specializes primarily in PPC, SEO, social networks and video advertising, and helps clients with brand building, monitoring the competition and comprehensive market research.

## About dynamic retargeting

Dynamic retargeting (DRTG) shows visitors to your e-commerce website the goods they have already viewed with you, including an image and the current price. In addition, the system knows which products these are - so you don't have to write ads or upload banners, Sklik will create them from the feed for you.



## Category targeting using DRTG

Dynamic retargeting enables you not only to target visitors with product details, but also with product categories. Some users only view the promoted products listed in the given search category, but do not visit the product's detailed description page. The selection of products is handled by the Sklik algorithm which displays the most viewed products from the last visited category. If there are fewer items than the number of positions in the ad template, products from related categories or the bestsellers across all categories are added.

### Intro

Thanks to close cooperation with the certified Performics agency, we have managed to identify a suitable client for testing the new function. In the case of decoDoma, targeting categories made sense to us from the beginning, especially as a supplement to the existing campaigns. We expected the campaign to deliver a small percentage increase in the number of orders. The main goal was not to lose the users who visit the category page but do not then go on to click on the product detail page.

### What Performics did

First, it was necessary to deploy extended RTG code in the client pages. This process is a bit more complicated than deploying code for DRTG campaigns for products, which usually does not require any major changes to the site. However, in principle, it does not differ from other advertising systems - information about the viewed category must be dynamically inserted.

After the deployment, Sklik started collecting data for the DRTG – Category Visitors, which was then used for targeting. At the same time, past buyers were excluded.

The agency set up category targeting for the new campaign so that it could track performance separately. To find out when visitors respond best to advertising, we decided to divide this into 5 reports according to time periods.

In the process, the agency monitored performance and optimized campaigns mainly through cost-per-click and by adjusting the frequency of impressions to individual users.

## Results of category targeting in DRTG campaigns

The new type of targeting that the client decided to test was designed to reach other relevant users and increase revenue while maintaining campaign effectiveness.

We compared the performance of the DRTG campaigns before deploying category targeting and then tracked the metric's improvement.

### Campaign results in the monitored period 1 July 2017-1 December 2017:

 **46%**

Views

 **33%**

CTR

 **26%**

Sales

 **25%**

Conversion rate

 **7%**

Average  
order value

 **<1%**

DRTG created a Return on  
Ad Spend increase of only  
a fraction of one percent

## Targeting category recommendations for DRTG



Separate targeting into a dedicated campaign for better visibility and easy comparison with the product detail targeted campaign.



At the report level, break down targeting by time period. This will make it easier for you to work with CPC optimization based on the performance, and you will be able to customize your ads.



To maximize your reach and increase your campaign effectiveness, set a higher CPC for reports that have a higher conversion rate. These are usually the product detail campaign reports.



Remember to exclude the users who have already made purchases.

### Contact

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