



Case Study:
WireSculpture.com
Remarketing Success

“Remarketing has definitely increased brand awareness, the number of conversions we receive on a daily basis, and our overall conversion rate.”

-Brandon Hutchins
Marketing Director, Wire-Sculpture.com

- ✓ **1300% ROI**
- ✓ Increase of **4,000** orders
- ✓ **300%** higher CTR than traditional display campaign
- ✓ **5%** lift over its previous gross conversion rate
- ✓ **\$14.00** return in revenue for every \$1 spent

For years, the e-tailer Wire-sculpture.com has been known for its innovative approaches to helping others become wire jewelry experts. The site teaches people how to beautifully create and successfully sell wire jewelry, offers supplies, tools and instructional wire jewelry courses along with copyrighted designs in 240 countries.

Challenge

Despite its outstanding reputation and strong marketing campaigns, like any good online retailer, Wire-Sculpture.com wanted to capture more online market share and increase conversions.

Interestingly, Wire-Sculpture.com is owned by the same team which owns Claim the Web, a company whose business is to power e-commerce websites; specializing in web development, web design and online marketing.

Brandon Hutchins is the Marketing Director for both Wire-Sculpture and Claim the Web, overseeing all the current marketing strategies and implementation for both companies. Brandon noted that Wire-Sculpture.com has a team of five people working consistently on marketing for the site. Marketing programs included a host of strategies such as: Google Adwords, Yahoo marketing, Bing marketing, product feeds, search engine optimization (SEO), display advertising, blogging, affiliate networking, call center marketing, traditional print, and email marketing. Even with such expertise and marketing programs, Wire-Sculpture.com still needed a boost to really reach its web marketing potential.

The Advertise.com Solution

Since Wire-Sculpture.com implemented Advertise.com's Cost Per Action (CPA) Remarketing solution great things have happened.

Advertise.com's Cost Per Action (CPA) Remarketing platform is designed to bring even more value to advertisers who put the majority of their marketing resources into ultra-competitive ad networks working within tight margins. This is the perfect solution for busy marketing managers who have to show healthy returns on their ad spends.

CPA Remarketing targets lost visitors that leave an advertiser's site without converting, and serves them the advertiser's remarketing banner ads as they surf elsewhere on the web within the Advertiser.com publisher network. These ads typically provide incentives for users to return and convert. Remarketing provides the vehicle for the lost visitors to return to the advertiser's website and convert. Furthermore, CPA pricing ensures that advertisers only pay when ads convert; thus eliminating risks associated with CPC and CPM models.

Results

As the site's exclusive platform for remarketing campaigns, Advertise.com conducted a four month test. Here are the results:

The overall click through rate (CTR) for Wire-Sculpture.com's initial campaign was .31%, an excellent response when compared to the display advertising industry average click-through rate of .19% (Source: ADTECH). Wire-Sculpture.com experienced a 5% lift over its previous gross conversion rate.

According to Brandon, *"The lift in conversions actually helped increase the number of orders on a monthly basis by about 1,000. That's per month, so between April-July 2010 that's about an increase of 4,000 orders we wouldn't have had otherwise"*.

Over the course of the campaign, the ROI proved to be 1300% over the ad spend, that is, a \$14.00 return in revenue for every \$1 spent!

"We've received tons of comments from customers and friends who have seen our ads 'all over the internet' as a result of our remarketing campaign," Brandon continues. "People really think that we must spend an outrageous amount of money on marketing because of that. Remarketing has definitely increased brand awareness, the number of conversions we receive on a daily basis, and our overall conversion rate."

