

CASE STUDIES

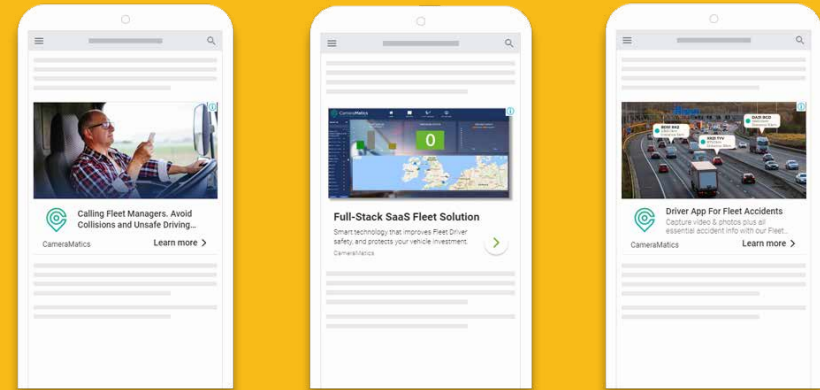
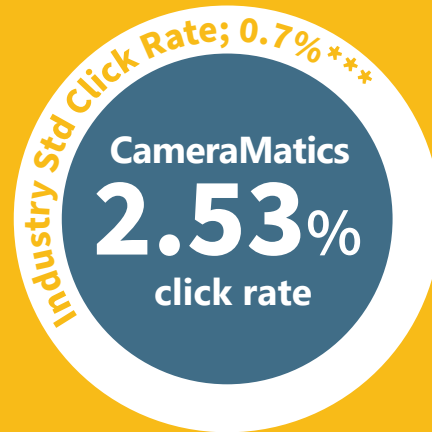
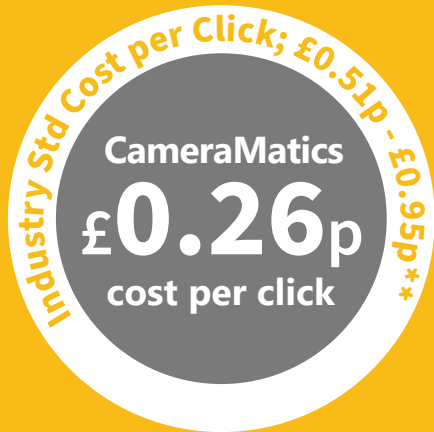
Google Ads Remarketing for CameraMatics

CameraMatics is a SaaS solution for fleet/transport managers. They needed a programme that nurtured website visitors until they were ready to buy.

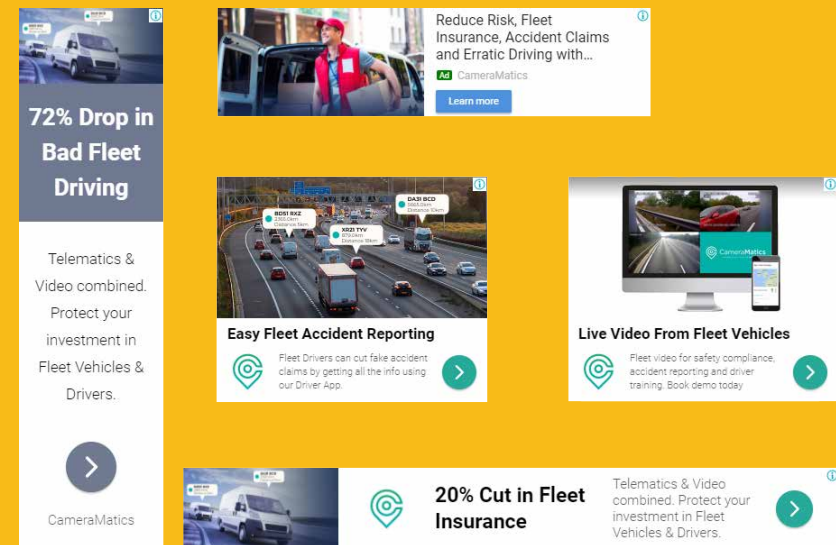
Remarketing delivers online display adverts to people that have previously visited your website (improving ROI and reducing waste). The Google Display Network reaches 90% of internet users* and is one of the most cost-effective tools.

This remarketing programme consisted of multiple adverts using a combination of over 30 images and 60 different headlines.

The CameraMatics name and benefits were kept front-of-mind during the audience's buying cycle. It resulted in a remarketing click rate that was 4 times higher than the industry average, at a cost per click that was below half the average.



40% of CameraMatics' website visitors were using mobile devices, so it was important for the adverts to work well on a small screen.



A variety of headlines and images were used during the 'test and learn' phase of the programme. Under-performing adverts were replaced.

* The Google Display Network includes over 2 million websites, such as eBay, the Daily Mirror and Argos ** Source: WebFX.com *** Source: MailChimp