

Case Study:

Remarketing for E-Commerce

Skin-Care Brand Revitalizes Online Product Sales

Goal: Drive online sales through the client's e-commerce platform

Channel: Display banners (utilizing 300x250, 160x600, 728x90, 300x600, 250x250, 970x250)

Targeting: Remarketing to users who have been on the site in the last 15 days



Results: 2.7 ROAS and a Post-Click CPA of \$8.25

As the Pontiac algorithm focused spend on the best performing sites, the conversion rate increased and the campaign became ROI positive by the third week. This campaign continued to improve over the six month flight to drive more product sales.

