

## Artbeads.com used Remarketing on the Google Display Network to enhance its search campaign's value, convert existing customers, and reduce its costs-per-conversion.



### About Artbeads.com

- www.artbeads.com
- Gig Harbor, WA
- Online supplier of beads and jewelry-making supplies

### Goals

- Cost-effectively reach potential customers beyond search
- Target customers already interested in product
- Improve value of search campaigns

### Approach

- Used remarketing feature to target precise customer groups
- Tailored ads to these specific groups
- Ran ads on relevant pages across the web

### Results

- Reduced costs-per-conversion by 22% for abandoned shopping cart group
- Reduced costs-per-conversion by 65% for purchaser group
- Increased view-through conversions on remarketing ads
- Remarketing campaign accounted for over 7% of total clickthrough conversions

Back in 1999, Devin and Cynthia Kimura were looking to start their own business. After an inspirational visit to a beads show, they decided that small, lightweight beads would be the perfect product for easy storage and shipping, and Artbeads.com was born. Since then, the Kimuras' budding bead idea has turned into a successful online store that just celebrated its 10th anniversary and \$18 million in sales.

### Reaching crafty customers

With over 27,000 beads and supplies for jewelry-making and accessory-crafting, Artbeads.com began using Google AdWords to sell its products to its target audience: jewelry-making hobbyists, small independent resellers, artisan crafters, and anyone who enjoys crafting or beading.

"Our online marketing efforts have been instrumental at putting Artbeads.com on the map," says Steve Groenier, vice president of search marketing and customer service at Artbeads.com, noting that 90 percent of their marketing budget is dedicated to online campaigns. After leading successful search campaigns, the team at Artbeads.com decided to try something new. "We wanted to reach current and potential customers who weren't actively engaged in searching for the product," says Steve. "We wanted to break out of the confines of search."

"Running separate advertising campaigns on specific websites that appeal to our demographic would be extremely cost-prohibitive," he explains. "Ninety-five percent of people seeing those ads would not be using beads and crafts. There are limited ways to reach the right customer online and in a cost-effective manner," adds Steve.

*"Remarketing makes our paid search dollars work harder. We can re-engage our customers across the web and make sure they don't forget about Artbeads.com. We're able to target them precisely with a strong call-to-action to drive immediate sales."*

**—Steve Groenier, vice president of search marketing and customer service, Artbeads.com**

### Re-engaging with Remarketing

So when Steve and his team heard about Remarketing on the Google Display Network, they decided to give it a try. Remarketing allows you to re-engage people who've previously visited your website as they browse sites across Google's Display Network. With the remarketing feature, you can tag users who visit your site, and then show them tailored ads when they later visit other pages on the web.

"Remarketing allowed us to reach people online who we knew had recently been interested in our business or products," Steve says. To better target this group of people, Steve created four remarketing lists: all visitors (anyone who visited the

---

## About the Google Display Network

The Google Display Network is a simple, cost-effective way to advertise on Google properties (excluding Google.com) and millions of high-quality websites, video sites, and niche content web pages. It delivers measurable performance to advertisers at scale through innovative contextual targeting technology, allowing advertisers to both find the most engaged audiences and place ads on pages most relevant to their products. Using a variety of tools, advertisers can build ads, measure results, optimize campaigns, and expand their advertising reach to specific audiences all over the web.

For more information visit:  
[www.google.com/displaynetwork](http://www.google.com/displaynetwork)

---

## About Remarketing on the Google Display Network

Remarketing on the Google Display Network allows you to reach people who previously visited various pages of your website, and show them a tailored message after they leave your site. Your message appears to these visitors as they browse other sites across the Google Display Network. It's a powerful way to continue the conversation you began with them on your site.

For more information visit:  
[www.google.com/ads/innovations/remarketing.html](http://www.google.com/ads/innovations/remarketing.html)

---

homepage), customers who made a purchase, customers who abandoned their shopping cart, and customers who signed up for a sweepstakes. In creating these lists, Steve was able to tailor ads more precisely to each group of customers. "The ability to segment like that is fantastic," he says.



### Efficiency and scale

"Remarketing makes our paid search dollars work harder," says Steve. "If people who click on our search ads are just price shopping, they may never come back to Artbeads.com. The value of all our efforts to drive search traffic is diminished," he continues. "But with remarketing, we can re-engage these people again across the web and make sure they don't forget about Artbeads.com. We're able to target them precisely with a strong call-to-action to drive immediate sales."

Steve also considers remarketing an effective way to target Artbeads.com customers across millions of pages in Google's Display Network. "Running our remarketing campaign has been a very efficient use of my time," he says. "I don't have to work with tens of millions of publishers in our niche – we can easily show our ads on those sites where our customers are doing things related to their hobby."

### Seeing results

After running its remarketing campaign for a few months, the Artbeads.com team was pleased with the results. "Our costs-per-conversion for the remarketing campaign have been significantly lower than our account average cost-per-conversion – 22 percent lower for the abandoned shopping cart group, and 65 percent lower for purchasers," Steve explains. "I don't know where else you can buy such targeted advertising for such value."

"We're really excited about the number of click-through and view-through conversions we're getting," he adds, noting that the remarketing campaign accounted for more than 7 percent of total clickthrough conversions. "It means we're reaching people who really are interested customers. These are people who didn't originally make a purchase, but who did come back to Artbeads.com to convert via our remarketing ads."

### Keeping customers

With such positive campaign results, Steve and the Artbeads.com team look to keep connecting with existing customers across the vast Google Display Network. "It's hard to imagine anyone having better reach than Google," he says. "I'm amazed and excited about where I'm seeing our ads."

He hopes to continue improving the value of their search campaigns by using remarketing to influence customer buying behavior. "Every marketer struggles with the question of how to retain existing customers," Steve says. "With Remarketing on the Google Display Network, we're getting that purchaser to come back, and that's really exciting."

