

THE STUDY

The Brand

Petit Bateau is a prominent French brand that is known for their baby and children's clothing.

The Challenge

Despite following best practices, Petit Bateau's display remarketing campaigns struggled to re-engage past visitors.

Food for Thought

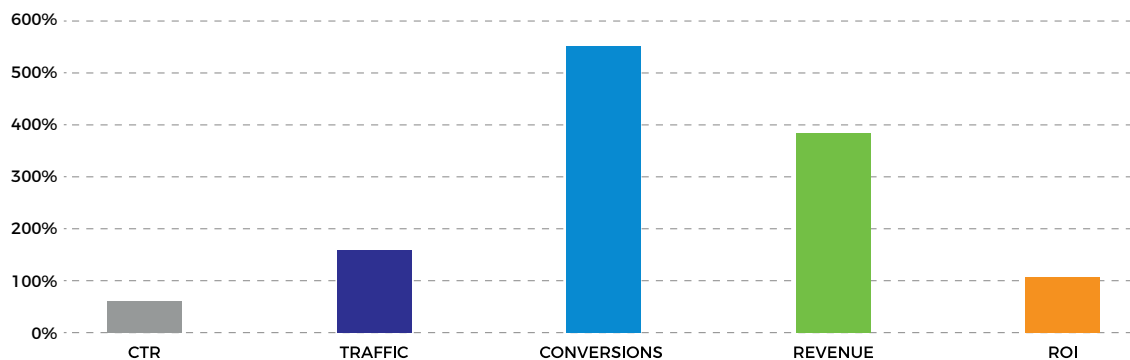
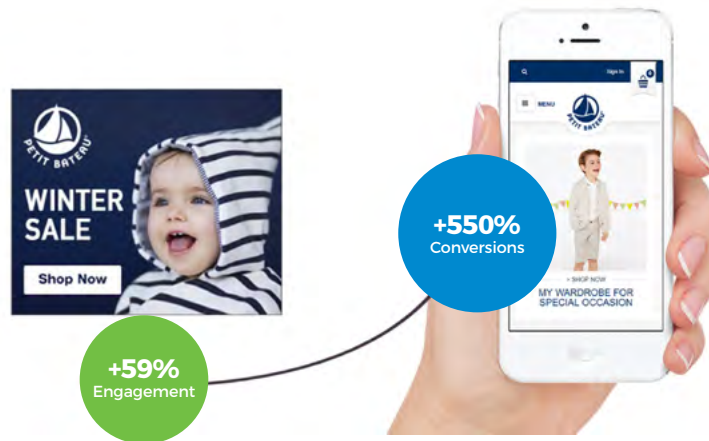
Traditionally, marketing managers create remarketing audiences based on the pages users have or have not visited. While this can be effective, some audiences are more valuable than others.

Our Solution

To add value to a user's in-page behavior, we created new remarketing audiences that considered the length of time spent on a page and the frequency with which a page was visited within a set time frame.

THE RESULTS

(New Audiences vs. Traditional)



Study Period: 15 days
 New Audience Segment: All visitors with 2+ sessions; 1+ minute duration; no transactions.
 Old Audience Segment: All visitors; no transactions.

TRADITIONAL AUDIENCE:
 CTR: .22%
 AVG. CPC: \$2.58

ENGAGED AUDIENCE:
 CTR: .35%
 AVG. CPC: \$2.44

*Both campaigns were given an equal budget; engaged audience out-spent traditional audience due to click engagement.