



## Yankee Candle used Remarketing on the Google Display Network to re-engage shoppers, increase conversion rates by 600% and cut cost-per-conversion in half.

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### YANKEE CANDLE®

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#### About Yankee Candle Company, Inc.

- [www.yankeecandle.com](http://www.yankeecandle.com)
  - Headquartered in South Deerfield, MA with sales in North America and Europe
  - Designer, manufacturer, wholesaler and retailer of premium scented candles
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#### About @Website Publicity

- [www.websitepublicity.com](http://www.websitepublicity.com)
  - Peterborough, NH
  - Search engine marketing agency
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#### Goals

- Grow customer base with new approach
  - Re-engage previous site visitors and shoppers
  - Encourage shopping cart abandoners to complete purchases
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#### Approach

- Targeted 41,000 visitors who abandoned shopping carts within previous 60 days
  - Showed text and image ads across Google Display Network
  - Highlighted discounts available on website in its ads
  - Increased CPC bids for wider reach on Google Display Network
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#### Results

- 10% of abandoned shopping carts returned to site
  - 10% of these return visitors ultimately converted
  - Conversion rate 600% higher than account average
  - Campaign cost-per-conversion nearly half that of account average
  - 468% increase in ROI after tweaking CPC bids
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The Yankee Candle Company, Inc. is a leading designer, manufacturer, wholesaler and retailer of premium scented candles. A successful online advertiser for several years, Yankee Candle looks to grow its customer base through innovative means.

#### A new idea

“Whenever anything new comes along, we present it to Yankee Candle,” said Holly Sanderson, senior pay-per-click manager at @Website Publicity, Yankee Candle’s search engine marketing agency. Todd Soucy, e-Commerce Marketing Manager at Yankee Candle Company, was a willing listener: “When we learned about Remarketing on the Google Display Network,” he said, “we were very open to testing it.”

Remarketing allows you to re-engage people who’ve previously visited your website as they browse sites across the Google Display Network. With Remarketing on the Google Display Network, you can tag users who visit your site, and then show them tailored ads when they later visit other pages on the web.

#### Re-connecting with customers

In April 2010, Yankee Candle launched its Remarketing campaign. Using Google’s tracking codes to tag visitors, Yankee Candle compiled a list of 41,000 visitors who had placed items in their shopping carts in the last 60 days, but who had not completed their purchases.

Yankee Candle then showed both text and image ads with discount offers to these previous visitors across sites in the Google Display Network to encourage customers to return and complete their purchases.

#### Tweaking for success

“The campaign was working well, but we decided to optimize further with our Google team,” says Holly. “With a few tweaks, we had even better results.” She explains how they raised the Remarketing campaign’s cost-per-click (CPC) bids to increase the chances of ads showing on more display sites, thereby boosting reach. “We made that change one afternoon, and the following day, we saw a 468 percent increase in ROI,” she recalls.

#### Seeing results

Yankee Candle’s Remarketing campaign has generated positive results, with nearly 10 percent of its abandoned shopping cart visitors returning to the site. The Remarketing campaign’s conversion rate was also 600 percent higher than the account average, and the cost-per-conversion was nearly half the account average.

“Yankee Candle is an early adopter,” says Holly. “They aren’t afraid to test, and they understand data and numbers. They know how important it is to use this data to grow their market.”

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## 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)

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## About the Google Display Network

The Google Display Network offers text, image, rich media, and video advertising on Google properties, YouTube, and millions of web, domain, video, gaming, and mobile partner sites. From mass media to niche sites, advertisers can find the most engaged audiences, place ads on the most relevant pages, and achieve performance at scale through our innovative targeting technology. Using our 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)

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## Continuing to remarket

"In the next few months, we'll probably start pursuing other elements of Remarketing," she continues, noting that they plan to use Remarketing to remind customers who bought candles to re-purchase once their candles are finished. "Yankee Candle recognizes the incremental revenue gain that Remarketing offers," Holly says. "For a mature search account, that's what we need – new features that bring success, not only with new customer acquisition, but with engaging existing customers as well."

