

Sierra Trading Post extends its brand and reach with display, and boosts conversions 5x with Dynamic Remarketing.



About Sierra Trading Post

- www.sierratradingpost.com
- Cheyenne, Wyoming
- Outdoor apparel retailer

Goals

- Cost-effectively boost reach, brand awareness
- Support launch of new website

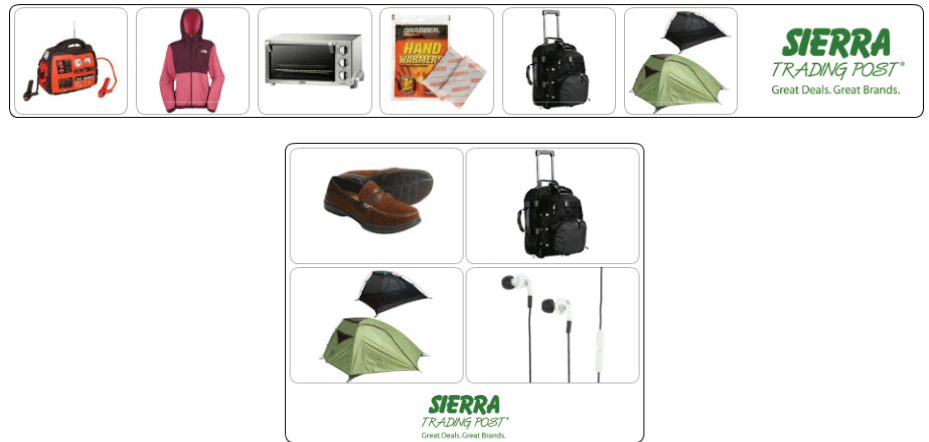
Approach

- Built robust campaigns on Google's Display Network
- Used Dynamic Remarketing to deliver tailored ad experience
- Used auto-optimized layout in Display Ad Builder tool

Results

- 35% more traffic from Google Display Network
- 88% lift in brand-related searches
- Conversions grew 5X with Dynamic Remarketing
- CTR doubled with Display Ad Builder's auto-optimized layout
- Conversions 5X higher with this new format

For more than 25 years, Sierra Trading Post has brought consumers great deals on outdoor gear and outerwear by negotiating discounted prices on top brands' closeout and overstock items. Over the years, Sierra Trading Post has evolved from a catalog-based, one-man operation into a large online business with 700 employees and four brick-and-mortar locations. To further expand its business, grow reach and build brand awareness, Sierra Trading Post partners with Google AdWords.



Cost-efficiently multiplying reach with display

In 2011, Sierra Trading Post launched both a new website and robust campaigns on the Google Display Network. "We boosted our display efforts to support the new website launch and make people aware of other options outside the full-price retail model," says Jason Hammock, search marketing manager. Using different targeting techniques, Sierra Trading Post shows its ads on websites related to outdoor sports and activities, allowing for cost-effective, broad yet targeted reach. "We're a privately owned company, so we have to focus on the bottom line," says Jason. "With Google's Display Network, we can get reach and brand awareness without having to over-spend." He cites a 35% lift in traffic attributed directly to the Google Display Network, as well as an 88% lift in brand-related searches after boosting display efforts.

Dynamic Remarketing re-engages customers

To offer customers a more relevant ad experience, Sierra Trading Post began using Dynamic Remarketing, which automatically tailors ad content based on what visitors previously saw on its website. Someone who looked at men's ski jackets on Sierra Trading Post's site might, for example, later see ads featuring these jackets or similar, related items as he or she is browsing other sites in the Google Display Network. With Dynamic Remarketing, Sierra Trading Post's conversions increased fivefold compared to regular remarketing campaigns.

“Dynamic Remarketing has been great for us – it’s helped us re-engage customers who dropped off our site for whatever reason, and remind them while they’re shopping around that we did have the best deal on that pair of skis or hiking boots,” says Jason. “People also see the items they previously clicked on next to similar items they may not have known we had,” he adds, describing the opportunity to regain customers’ attention and show them something relevant and new. “It opens doors, as far as what we can do with remarketing, how granular we can get, and how targeted we can be in serving ads to customers.”

Display Ad Builder’s auto-optimized layout doubled CTRs

Following advice from the Google team, Sierra Trading Post uses the free Display Ad Builder tool to easily create eye-catching ads that match the look and feel of its brand. These custom-built ads can enhance the impact of display campaigns by helping users make a more qualified decision about whether to click. Accessible via your AdWords account, the Display Ad Builder creates professional-looking ads in just minutes. You can choose from hundreds of templates in different formats and sizes, and easily customize creatives using your own text, images, videos and logos to best achieve your campaign goals.

Using the Display Ad Builder for its dynamic ads, Sierra Trading Post not only built professional creative, but also improved performance by enabling an auto-optimized layout selection. This auto-optimized layout optimally adjusts the look and feel of the creative for each impression, based on where and when the ad is displayed. The auto-optimized layout drove a 2x increase in clickthrough rate (compared to standard ad formats) and the conversion rate grew 5x while cost-per-acquisition only rose 11%.

Continuous enrichment

Over the last few decades, Sierra Trading Post has proven it can evolve with the times, and its digital marketing efforts will do the same, says Jason. “We plan to push forward with the Google Display Network and engage more with our customers,” he says. “Going forward, our big initiative will probably be HTML5 ads to offer a more enriching experience for the customer.”

