

CASE STUDY

Cruiser Customizing gains 128% higher conversion rate with RLSA for Shopping campaigns.

Cruiser Customizing is a leading online destination for motorcycle riders to accessorize their motorcycles and socialize with other bikers. Since 2001, Cruiser Customizing has specialized in aftermarket motorcycle parts and accessories for Honda, Yamaha, Suzuki, Kawasaki, Harley Davidson, and more. Its customers hail from more than 100 countries.

Metric Theory is a Google Partner agency that provides search engine marketing, display advertising, and other digital services. Metric Theory uses a data-driven approach to achieve results for ecommerce and B2B clients.

Cruiser Customizing worked with Metric Theory on a Google Shopping campaign that focused exclusively on Kuryakyn, one of its top brands. To target people searching for Kuryakyn products, Metric Theory used the remarketing lists for search ads (RLSA) feature in Google AdWords.

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Valuable visitors

RLSA lets Cruiser Customizing show ads to users who have previously visited its website without making a purchase. Those visitors are generally more valuable to Cruiser Customizing because they’ve already interacted with the company.

“When those visitors return to Google and see the Shopping ads for Kuryakyn,” says Jeremy Brown, Vice President of Marketing, Metric Theory, “we’re willing to pay more for that traffic because we know that they’re likely already interested and ready to purchase. And they’re more likely to convert at a better rate. It allows us to bid more aggressively and capture a higher impression share.”

Bidding competitively is a key consideration. As Brown points out, “If your bid isn’t competitive enough, your ad may not stand a chance in the auction or even show up on the page.”



About Cruiser Customizing

- www.cruisercustomizing.com
- Based in Livermore, California
- Leading online retailer specializing in motorcycle parts and accessories

About Metric Theory

- www.metrictheory.com
- Digital marketing agency with offices in San Francisco and Denver

Goals

- Increase return on ad spend (ROAS)
- Enhance account efficiencies
- Grow the business

Approach

- Created remarketing lists for search ads (RLSA) for Shopping campaigns
- Implemented RLSA for all-visitors audience and time-decay three-day audience
- Raised bids for these more valuable audiences and monitored performance

Results

- Increased return on ad spend (ROAS) by 66%
- Increased conversion rate by 128%
- Increased click-through rate (CTR) by 78%

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Driving sales opportunities

Cruiser Customizing garnered impressive results. It experienced a 128% higher conversion rate for an all-visitors RLSA audience compared to searchers who had not visited its website. Return on ad spend (ROAS) was 66% higher and click-through rate (CTR) went up by 78% while CPCs increased by 28%.

Metric Theory found that as it increased bids and drove more volume, conversions increased since those previous visitors were more likely to convert. This is what produced such a strong ROAS increase for Cruiser Customizing.

"This is huge because there are times and auctions when people enter in search queries and our client's Shopping ads are not always showing up," explains Brown. "Kuryakyn is a key brand for Cruiser Customizing. So now for those previous visitors who are much more likely to convert, we can show up more frequently with a higher impression share, and thus drive more opportunities to get a sale."

Bidding for even more valuable visitors

To drive even stronger results, Metric Theory combines RLSA with what it calls time-decay remarketing, which targets people who have visited Cruiser Customizing's site within the past three days. These more recent visitors are usually engaged in a comparison shopping cycle.

"It's valuable when someone's been to the site before," says Brown. "But it's even more valuable if they've recently been to the site." So the company bids even higher and more aggressively for that audience.

For this three-day RLSA audience, Metric Theory saw a 167% improvement in the conversion rate and a whopping 344% higher ROAS compared to non-RLSA searchers.

Reaching targeted audiences

With the RLSA features in Google AdWords, Metric Theory has the tools to help its clients reach more refined and targeted audiences. "We don't want to have a Shopping campaign now without RLSA attached. That's how impressive the results were," says Brown. "We'd like to implement this for as many of our clients as possible as soon as we can."