

Case Study

Retargeting should be a cornerstone tactic for all digital advertising campaigns. But sometimes, it can be difficult to show how retargeting can drive overall success. A national meal kit delivery service ran an experiment to prove how their retargeting efforts are instrumental in driving incremental revenue and return on ad spend (RoAS).

The Objective

- Conduct an experiment to determine the impact of retargeting efforts
- Drive incremental lift in conversions
- Achieve a positive growth on RoAS

The Solution

A national meal kit delivery service was looking to prove the value of their retargeting strategy and how it can drive success for their overall digital advertising campaign. Using the Choozle platform, they set up a conversion lift experiment to track monthly subscription signups. The experiment had two campaigns targeting two different custom audiences. The control campaign did not have a retargeting ad group and the variant campaign had a retargeting ad group.

By the end of the campaigns, the experiment showed that the addition of retargeting helped produce a 12.4 percent lift in conversions, compared to the control group conversion rate. Retargeting also helped to achieve a positive RoAS of 1.2x. In addition, the meal kit delivery service uncovered that targeting mobile devices was much more impactful for driving conversions.

Based on these results, the meal kit delivery service is confident in the value of their retargeting strategy and how it can be used to drive incremental revenue and RoAS.

Key Results

12.4% lift
in conversions
with retargeting

1.2x
increase in RoAS
with retargeting