

Kenshoo and Criteo Partnership Results in Stronger Insights and Performance Across Search and Retargeting

Over One-Third of Golfsmith’s Retargeting Conversions Triggered by Paid Search

BACKGROUND



Golfsmith, a specialty retailer of golf and tennis equipment, apparel, and accessories, relies on a multi-faceted digital marketing strategy to drive visitors and sales through its online store. Maintaining a strong presence across media channels has helped the retailer reinforce brand messaging, build recognition and supply a steady flow of traffic to its site. Golfsmith recognizes that each site visitor represents an opportunity for conversion and has focused efforts around better monetizing site visits and capitalizing on engaged consumers who leave the site without converting. Identifying interested consumers and targeting them during other internet activity has made its digital marketing campaigns more effective overall.

Kenshoo and Golfsmith had a long standing partnership for search marketing campaigns, and Golfsmith liked Kenshoo’s interface and flexible reporting. Golfsmith partnered with Criteo to launch a robust retargeting campaign to maximize its search investment. The Criteo campaigns enabled the retailer to re-engage with potential customers that did not immediately convert by showing them highly personalized creative as they browsed the web.

CHALLENGE



Despite the fact that retargeting had already proved to be a successful way to capture lost opportunity, Golfsmith also wanted to:

- Leverage a single platform for search and retargeting campaigns to save time and resources.
- Better understand the relationship between search and retargeting.
- Improve the data and analysis for use in campaign optimizations.

SOLUTION

Since Kenshoo’s open integration standard enables it to work with channels outside of search to provide advertisers an all-inclusive view of digital marketing efforts, Kenshoo and Criteo partnered to seamlessly integrate Criteo retargeting campaigns into the Kenshoo Suite. This enabled Golfsmith to:

- View search and retargeting campaigns side-by-side, including impression, cost and ROI data.
- Leverage Kenshoo’s reporting interface to analyze data across digital marketing channels.
- See both retargeting and search campaign data in path-to-conversion reports.
- Assign attribution weighting by channel to accurately measure impact and ROI.

RESULTS

Utilizing a single platform for both search and retargeting has saved Golfsmith a significant amount of time. “It is a huge timesaver to be able to login to Kenshoo and view our Criteo retargeting alongside search campaigns,” said Dillon Smith, eMarketing and Social Media Manager at Golfsmith. “With the successful integration of retargeting, I can now glean valuable insights quickly and make better decisions to improve ROI on the fly.”

As a result of the Kenshoo and Criteo partnership, Golfsmith learned a great deal about its customers’ behavior and interactions online. Some of the findings that have emerged include:

- 36 percent of conversions attributed to the retailers retargeting campaigns have a paid search click as the first step in the path.
- Of those conversions with a Criteo campaign as the last click, 15 percent have a branded paid search click as the first step in the path.

These insights have been applied to improve the attribution weighting strategy and subsequent bid optimizations used by Golfsmith, ultimately improving performance of the retargeting and search campaigns.

The increased visibility into traffic and conversions has helped justify a 10-15% budget increase to paid search campaigns and led to higher order volume while maintaining a steady ROI of \$7.50.