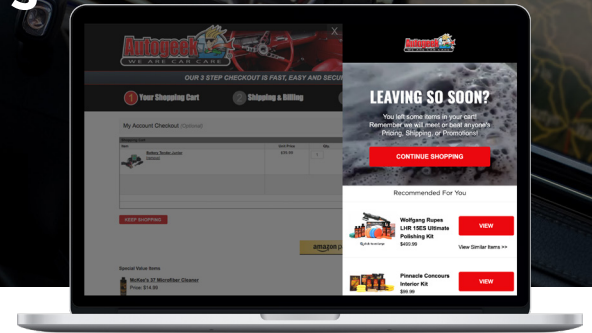


CASE STUDY

See how we defined Autogeek's buyer journey, all while expanding their audience size and creating loyal customers



OVERVIEW

As a well-known car care brand in the U.S market, Autogeek saw strong performance and sales, but was concerned that it could be losing customers through different stages of the customer's journey. Therefore, we needed to find a way to not only drive new qualified traffic to the site, but also engage with that traffic and reduce overall cart abandonment.

OUR APPROACH

Providing the best possible results as well as being aware of extra spend, we made sure our segmentation included messaging that showcased relevant, limited products based on the customer's persona, rather than free shipping or discounts. On abandoned orders of \$50 or more, we offered customers a free Autogeek hat.

STRATEGY 1:

Driving qualified traffic to Autogeek's site with a pay-per-click Google AdWords campaign while saving money on SEO.

- **Strategic Keyword Bidding:** Our media traders maintained a strong relationship with Google's AdWords team, helping us create an advanced, manually-adjusted bidding strategy for optimized keywords. Autogeek's robust site provided us all it needed to create multiple PPC campaigns with highly relevant keywords that could easily show up in a simple Google search.
- **Extended Paid Ads:** We created ad extensions for its PPC ads that gave potential customs the best idea of what Autogeek sold, how to contact them, and how they could benefit from Autogeek's business.

Cybba's excellence lies in its unparalleled ability to find and convert new customers. As we looked to promote Autogeek and convert customers who were abandoning our site, we needed a cost-effective solution with a high return on our investment. Cybba delivered us both the best digital marketing and digital advertising technology to increase revenue and develop long, meaningful relationships with our customers."

- Terry Angstadt | Managing Director, Autogeek



RESULTS

11:1
ROI

\$1M+
In Recovered Revenue

STRATEGY 2:

Converting web traffic to loyal customers through personalized email remarketing and display retargeting.

- **Cascaded Emails:** We first engaged with customers who abandoned Autogeek's site by sending highly personalized remarketing emails. In order to keep Autogeek's products at the top of its customers' minds, we launched a series of follow-up and reminder emails to specific customers regarding their abandoned items 30 minutes, 24 hours, and 48 hours post abandonment. This led to 10% revenue uplift.
- **Personalized Promotions:** We offered exclusive promotions in its remarketing emails with a strong CTA for customers to complete their purchases. These promotions were unique to each customer and included bookmarked products—the products a customer had in their basket when they abandoned the site.
- **Targeted Retargeting:** Autogeek launched our retargeting application and displayed advertisements for the same products that a customer abandoned on that customer's favorite sites. By using customized content, messaging, and creatives in each ad, we could maintain a personalized solution and create the most-effective re-engagement marketing for Autogeek. Within one month, these retargeting ads drove half of Autogeek's increased revenue.