

## Remarketing drives 40% of online conversions for the Brace Shop



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### About The Brace Shop

- [www.braceshop.com](http://www.braceshop.com)
- Location TBD
- Online retailer offering knee braces, ankle braces, etc.

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### Goals

- **Recapture lost conversions:** Wanted to capture customers who had already visited the Brace Shop
- **Meet CPA targets:** Needed to meet strict CPA targets

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### Approach

- Created remarketing lists based on 25 different products
- Showed ads to users based on which products they viewed

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### Results

- Drove 40% of Q1 and Q2 conversions using remarketing
  - Maintained CPA targets
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Have a torn ACL? Back pain? Sprained ankle? If you need a brace, then maybe you should go to The Brace Shop – one of the fastest growing medical product websites. Offering thousands of braces from over 40 manufacturers, The Brace Shop prides itself on being the one place where consumers, doctors, hospitals and the military can find the right product for the right price with superior customer service and expert technical help.

If there was ever a story about a company that exhibited the entrepreneurial spirit, it has to be The Brace Shop.

Founder Dr. Kenneth Shapiro started the company as a hobby and through the years has built The Brace Shop into a multi-million dollar business. As an online retailer, The Brace Shop relies extensively on Google online advertising to grow The Brace Shop's brand identity and to drive traffic to its site. For help with his online campaigns, Dr. Shapiro turned to Ryan Walker, President at Gazelle Interactive, to help The Brace Shop expand their online campaigns.

### Trying Something new

When Ryan first heard about remarketing he was eager to try it with The Brace Shop. Remarketing on the Google Display Network allows advertisers to show ads to users who have previously visited their web page. That meant that The Brace Shop could show ads to customers who visited their site and hadn't yet made a purchase.

"I'm always excited to try any new product that Google launches," said Ryan. Gazelle was very quick to adopt remarketing for their clients, especially for The Brace Shop.

### Building a campaign

Ryan first started by creating different audience lists based on which pages users had visited. A user who visited a knee brace page was added to the "knee braces" list, for example.

Then, he created relevant ads to show to the user based on which products the user viewed on The Brace Shop's website. For example, a user who viewed a knee brace and left the site would be shown an ad featuring a similar knee brace product. In total, Ryan created over 25 different ads to show users.

"The ads were very tailored," explained Ryan. "We would bring a user back to a landing page featuring a product he had already reviewed. Our hope was that this would increase relevancy and conversions."

### Results

Remarketing quickly drove an increase in conversions. For the first two quarters of this year, remarketing drove 40% of all conversions.

"Remarketing doubled their business," said Ryan. "We were able to greatly increase the number of online conversions while maintaining CPA goals."

Dr. Shapiro of course was thrilled with the results. "Ryan & his team at Gazelle have been instrumental in our tremendous growth and brand recognition. Remarketing has contributed greatly to these business goals."

