

BuyerZone builds greater volume of quality leads with Remarketing and Similar Audiences



About BuyerZone

- www.buyerzone.com
- Leading online service that connects buyers and sellers

Goals

- Identify quality leads to pass on to sellers
- Provide a larger volume of quality leads

Approach

- Remarketing to attract customers that have already shown an interest in the site
- Similar Audiences to reach a wider audience that shares key traits

Results

- Conversion volume through Similar Users has exceeded expectations
- Similar Audiences provides lowest CPA and CPC

Since 1992, BuyerZone has helped connect millions of businesses with quality sellers of hundreds of products and services. BuyerZone's lead-generation and marketing services provide sellers with leads from prospective buyers at every stage of the purchasing cycle. The key to success for BuyerZone is delivering high-quality, cost-effective leads to sellers across about 180 product and services categories.

Making the connection

Chad Godfrey, Director of Online Marketing for BuyerZone, says his team's biggest challenge is balancing lead volume and lead quality.

"There are a number of ways we can drive traffic to BuyerZone.com," he says, "but we're not solely in the business of providing quantity. Our suppliers also want quality so that they can act on those leads and turn those potential buyers into business."

Given that challenge, when Chad and his team hear about new audience targeting methods from Google, they pay attention. Chad says, "The Google team is always presenting us with new opportunities. They seem to understand that we can't just blast out our ads everywhere to accumulate a large volume of leads. They understand that we must drive quality alongside that quantity."

Remarketing delivers results

One of the audience targeting tools Chad's team has used since 2010 is Remarketing, which enables companies to reach out to website visitors with customized ads after they've left the site.

"We like the notion of remarketing [because] it's a quality audience segment, so it's people who have already come to our site," says Chad. "They've self-selected by visiting our site and initiated that contact with our offering. We believe that audience represents potentially strong leads for us."

BuyerZone's current Remarketing efforts target visitors that have not yet converted in various product and service categories. The campaigns have worked so well that the company is exploring other pages to tag for Remarketing, and additional categories.

Chad says, "We started with a small group of high-volume categories, tested them, and now we're expanding into other categories because the original ones were performing well. In the coming months, we'll be looking at mid-tier, lower-volume categories."

Building business with Similar Audiences

The success of the Remarketing campaigns led Chad and his team to try another audience targeting tool called Similar Audiences, which builds off the company's Remarketing efforts. Similar Audiences uses a contextual engine to identify the unique characteristics, or mindsets, of a particular Remarketing audience, and then finds a wider audience that shares those characteristics.



*Chad Godfrey, Director of Online Marketing,
BuyerZone*

Chad says, "If we can get in front of a similar audience, even though they haven't visited our site, that's definitely an appealing prospect to us."

From the start, Similar Audiences delivered strong results. Chad says, "We've gained incremental traffic, and our conversion volume has exceeded our expectations. It's delivered a strong return on investment to match that volume, and the quality of the traffic coming in does seem to be holding up very well. Overall, it's been a successful endeavor for us."

When Chad and his team compared Similar Audiences campaigns to Remarketing, contextual targeting and search, they found that Similar Audiences has the lowest cost per acquisition (CPA) and the lowest cost-per-click (CPC), as well as similar conversion rates.

Perhaps the biggest sign of success is that Chad says the company is expanding both its Similar Audiences and Remarketing campaigns into additional categories. "I really do think that Remarketing and Similar Audiences campaigns are fantastic," Chad says. "They've both been quite productive for us so far."

