



Global Tech LED Brings Back Its Best Customers Using Remarketing With Google Analytics

LED lighting and design manufacturer Global Tech LED is a rapidly growing LED supplier to U.S. and international markets. It recently introduced its Solstice® LED modules, which are made in the United States and universally compatible with HID fixtures, making them great for retrofits.

To get consumers, lighting representatives, and distributors to switch their existing lighting solutions to this new product, Global Tech LED used Google AdWords, which increased the number of phone customers. Now, it needed to focus on keeping visitors engaged, bringing them back to its site, and moving them down the purchase funnel.

About Global Tech LED

- Global Tech LED is an LED lighting design and manufacturing company specializing in LED retrofit kits and fixtures for commercial and industrial lighting.
- Headquarters: Bonita Springs, Florida
- www.globaltechled.com

Goals

- Bring high-quality traffic back to the website
- Focus on interested customers to drive purchases

Approach

- Used Google Analytics' Instant Activation of Remarketing
- Used [Smart Lists](#) to identify and bring back high-quality customers
- Activated [Conversion Optimizer](#) for better ROI

Results

- Over 100% increase in website traffic, including brand new markets
- 5X higher CTR than an average remarketing campaign
- 75% decrease in CPA compared to both search and display campaigns

Investing in high-potential customers

To turn site visitors into customers, Global Tech LED implemented Remarketing with Google Analytics. The new Instant Activation for Remarketing allowed the team to enable remarketing quickly and easily. Instead of waiting for IT help to manually update the company's Google Analytics tag, Global Tech LED was able to activate Remarketing in the Google Analytics interface with a single click.

But the team didn't want to re-engage just any site visitor; it wanted to focus on those with the highest potential. To do so, it used Google Analytics' [Smart Lists](#) to automatically identify the users who were most likely to engage, then remarketed to them with more specific product pages. As a result, Global Tech LED was able to focus on engaging with high-quality users on a deeper level when they returned to the site.

Optimizing campaigns for better results

This precise remarketing really paid off. Smart Lists performed better than Global Tech LED's other display campaigns, including a remarketing campaign directed at all visitors. So the company increased budget for its Smart List campaigns, investing more for higher returns. It also started using Google's [Conversion Optimizer](#) to adjust its bids automatically for more conversions. By focusing on campaigns with the best results, it allocated marketing costs more efficiently.

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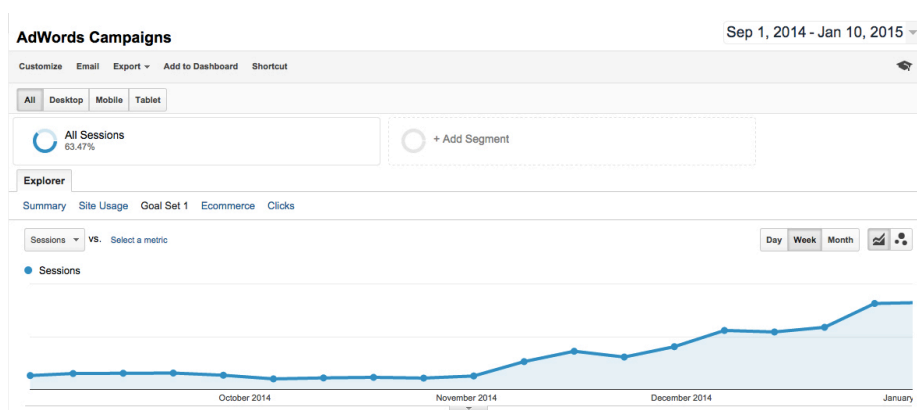
Increasing traffic and global scale

Because Global Tech LED was remarketing to its best customers, its campaign performance improved dramatically. Its remarketing campaign drove 5X more clicks than all other campaigns. In fact, the CTR of its remarketing campaigns was more than two times the remarketing average. John Burns reflects, "Bounce rate stayed the same, but numbers skyrocketed. We saw our highest Sunday on record in the first week after switching to the Remarketing campaign. It has been amazing; I am extremely excited about this."

All of these campaigns resulted in more visits: Traffic to globaltechled.com grew by more than 100%. It also effectively re-engaged quality users in markets it was trying to break into, including South Asia, Latin America, and Western Europe. And because these users were prequalified, the company saw substantial increases in engagement on its site and in new business agreements.

"We get inquiries from all over the world now from countries that we were really interested in expanding to, but never had the chance to in the past due to our limited marketing budget. This is so great," says John Burns.

To learn more about Remarketing with Google Analytics, visit goo.gl/8dTnBt.



About Google Analytics

- Google Analytics gives companies rich insights about their websites, their audiences and their digital marketing. Powerful, flexible and easy to use, Analytics helps savvy marketers find the messages and channels that earn them the best results. State-of-the-art conversion attribution and testing tools help companies large and small build better user experiences and maximize their digital strategy. Learn more at google.com/analytics.