



Case Study - Google Display Network (GDN) Performance for The Grommet

AD CREATIVE UPDATES

Client:

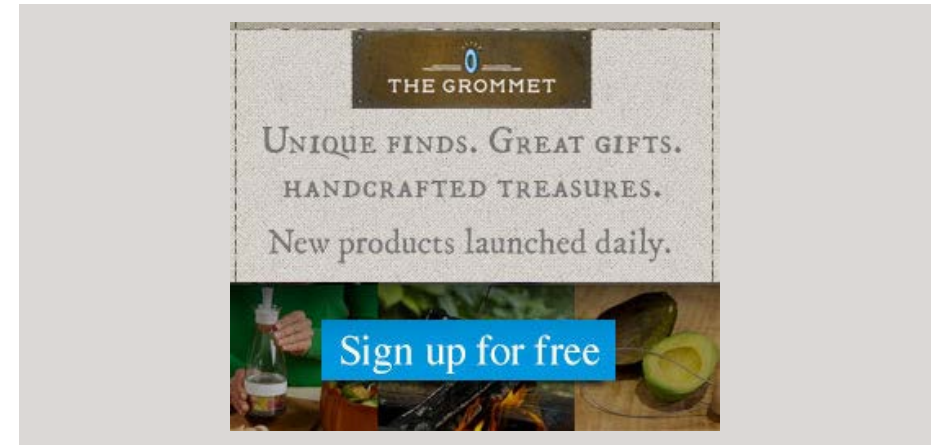
The Grommet, a product-launch platform in the form of a highly curated online marketplace, for products by Makers that haven't hit the big-time yet. At noon ET every weekday, The Grommet shares a new product's story and makes it available for purchase on the site.

Challenge:

Increase membership signups using cross-channel findings to improve Google Display Network (GDN) creatives.

We adopted A/B ad testing findings from different channels, including paid search, and changed our creative accordingly:

OLD CREATIVE



NEW CREATIVE



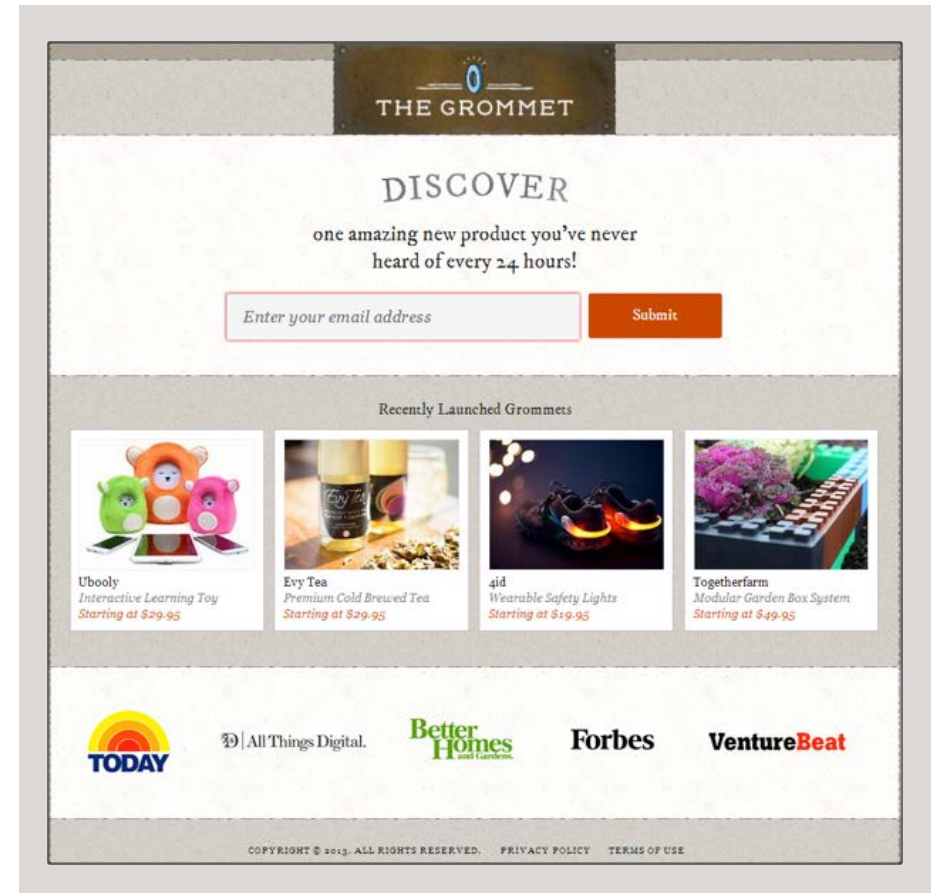
LANDING PAGE UPDATES

We wanted to leverage the value propositions of The Grommet to provide browsers more reasons to sign up. We developed and highlighted a registration wall to show users that if they signed up, they would get:

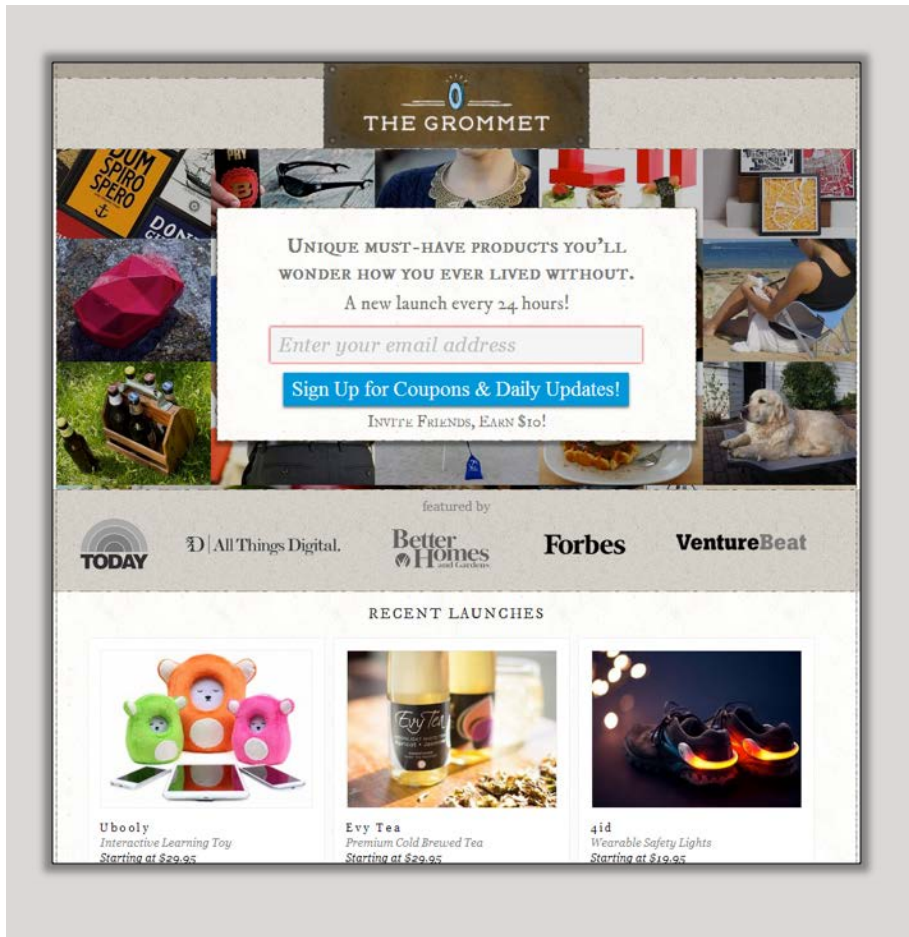
- Coupons
- Daily Updates on Launches
- Ability to Earn \$10

The landing page was updated accordingly:

OLD LANDING PAGE



NEW LANDING PAGE



Results

Comparing two-month spans from June-July 2013 to Sept.-Oct. 2013 (implementations were underway in August), we saw the following:

- CTR improved by 77%
- CVR improved by over 300%
- CPA dropped by 78%



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