

# Driving iPhone orders with Remarketing lists for search ads



“ Working with the Adobe Media Optimizer Solution, we were very excited about the new remarketing functionality and ran a campaign for the iPhone 5 – we were delighted to be the first in the industry to try this. Our strategy was to use tailored ad copy and use a more advanced bidding strategy to increase bids for prospects that had previously demonstrated intent (based on prior website visits). ”

**Gareth Jones - Head of Online Marketing**

## Results:

- Orders: **+10%**
- Click through rate: **+730%**
- Quality Score Improvement

The screenshot shows the Carphone Warehouse website interface. At the top, there's a search bar with the text 'I'm searching for...' and a 'Search now' button. Below the search bar is a navigation menu with categories: Mobile phones, Price plans, Upgrades, Accessories, Tablets, Offers, and Help & Support. A banner below the menu reads 'COMPARE ALL THESE NETWORKS TO FIND THE BEST DEAL FOR YOU' and lists several mobile networks: O2, 3, talkmobile, EE, T-Mobile, orange, vodafone, and Virgin media. The main advertisement is for the iPhone 5 16GB, featuring the text 'WEB EXCLUSIVE DEAL' and 'Our best ever deal on iPhone 5'. A large red arrow points to the price '£33 PER MONTH' with the text 'FREE PHONE' above it. Below the price, it says 'Available to new and upgrading customers' and includes the Vodafone logo.