

# Driving performance with Remarketing Lists for Search



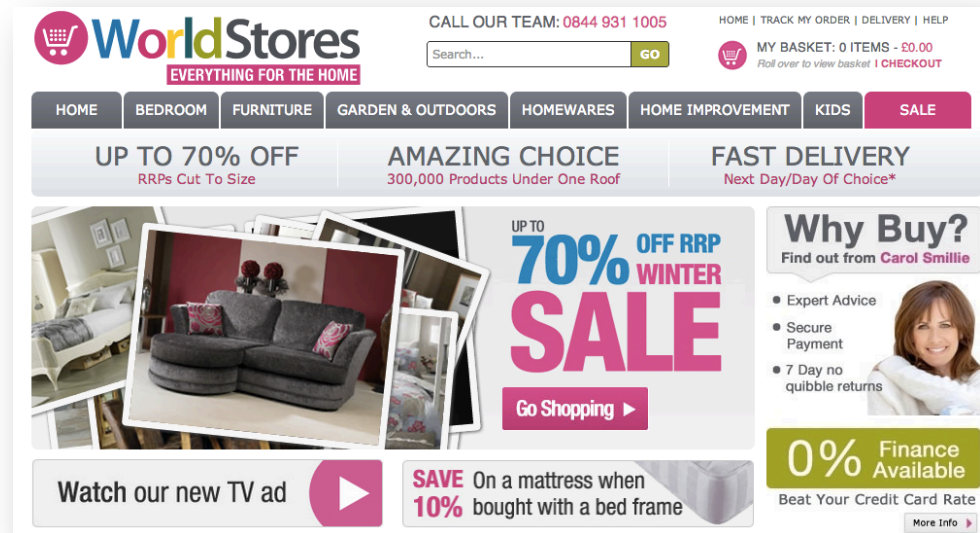
Worldstores successfully used Remarketing Lists For Search to increase their search presence for users who had previously visited their site but had not converted.

## Results:

CPA\* **-43%**

Conversion Rate\*\* **2.3x**

Conversions **+8%**



“RLSA allows us to segment our data and gives us more control and targeting options than a normal search campaign. Overall our campaigns have more depth and it gives us more insight into attribution modeling.”

**Joe Murray, Co-Founder and Joint CEO, WorldStores Ltd**

\*.vs when no remarketing present

\*\*Last click conversion increase on remarketed campaigns vs when no remarketing present

Google