

# Case Study: BustedTees



## THE COMPANY

Founded in 2004 by the team behind College Humor, BustedTees is one of the most well-known online t-shirt brands.

## THE PROBLEM

BustedTees has seen consistent success with site retargeting to bring back recent customers and convert casual browsers, but they also wanted to re-engage with customers who hadn't made a purchase, been to the website, or opened an email in a significant period of time.

## THE SOLUTION

To reach those users, BustedTees turned to CRM Retargeting, an innovative form of retargeting that allows advertisers to serve display ads to people with nothing but an email or mailing address.

*"This is a way that you can re-market to customers who have fallen off your marketing bandwagon. This is one of the best tools I know of that provides a channel to get those people back into your funnel."*

Adam Schwartz | GM at BustedTees



390% ROI

447,180  
Impressions

195  
Conversions

## THE RESULTS

BustedTees' email list was converted into a fully anonymized, secure online audience segment, allowing us to serve 447,180 ad impressions over the course of one month. The campaign resulted in 195 total conversions, and with an average order value of \$40, BustedTees was able to see an ROI of 390%.

To more accurately measure the true value of view-through conversions (conversions that occur within 24 hours of seeing an ad rather than after clicking on an ad), we segmented 5% of the audience into a control group. This control group was not served BustedTees ads, but was served public service ads instead.

Within the control group, there were four conversions. Extrapolating from here, we expect naturally occurring conversions (i.e. conversions likely to occur without any advertising) to reach 80 within a given month. Removing the 80 conversions from the 195, we found the incremental lift from CRM retargeting to be 230%.

Furthermore, the conversion rate for the people who did see ads was four times the conversion rate of the control group, demonstrating unequivocally that the retargeted ads improved brand recall and drove conversions, even in the absence of clicks.