



134% Boost in Incremental Revenue

THE OPPORTUNITY

JoAnne was already acquiring new customers for 99design's marketplace via retargeting campaigns on the Google Display Network. But she had not found another retargeting platform that could match GDN's scale, until Facebook retargeting became available.



It's rare that you work with a third-party ad company that you can actually trust and have your best interests in mind when making decisions and I feel like Perfect Audience does.

JoAnne Hart, Marketing Manager

About 99designs

99designs is the world's largest marketplace for graphic design — from logos, web pages, business cards and more.

www.99designs.com

THE SOLUTION

JoAnne reached out to Perfect Audience after reading about them in TechCrunch and quickly got set up with a campaign. She provided some copy and ~100 different images and Perfect Audience took care of the rest. Not only did they see a 134% increase in incremental revenue, but their CPA was 24% lower than Google. After their initial US-only campaign, they're now rolling out more ads through out the UK, Canada and Germany.

About Perfect Audience

Perfect Audience is the #1 retargeting platform for Facebook and trusted by thousands of brands for their display and social retargeting.

www.perfectaudience.com

THE RESULTS



Saw **increase in incremental revenue of 134%** with Facebook Retargeting over 6 months



Lowered cost-per-acquisition by 24% over the Google Display Network