



## CASE STUDY

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# Intel's Innovative Take on RLSA Drives Higher ROIs for Hundreds of Global Campaigns

[Intel Corporation](#) is a leading technology company known for producing next-generation computer processors, servers, and internet-connected devices for major brands like [HP](#) and [Dell](#). With more than 10 years' experience advertising online with AdWords, Intel uses both [Search](#) and [Display ads](#) to introduce consumers to the latest computing technologies and products that can enhance their day-to-day lives.

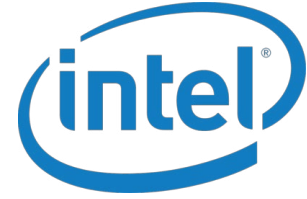
## Keeping higher-value customers engaged

Intel knows that its customers prefer to invest a lot of time researching products and prices online. To encourage visitors to take the next step and purchase a product from the website, Intel and [iProspect](#), a performance marketing agency, turned to [remarketing lists for search ads \(RLSA\)](#). RLSA help you make the most of Search ads by focusing on consumers who are further along in the purchase funnel. You can [tailor your keyword bids](#) and ad text for your highest value prospects—people who have visited your website—when they're searching for what you sell on Google.com.

“RLSA delivered a 30% increase in CVR and have given us a way to keep the conversation going with these customers at scale.”

— Corey Carrillo, Senior SEM and Performance Media Manager, Intel

“It's important to acknowledge that a customer has visited your site before. Because of our company's size, we needed to stick to our core message while driving meaningful customer engagement around the hundreds of products we offer within all of the global markets where we operate. RLSA delivered a 30% increase in CVR and have given us a way to keep the conversation going with these customers at scale,” said Corey Carrillo, senior SEM and performance media manager at Intel.



## About Intel

- Intel Corporation is an American technology company founded in 1968 that operates in 63 countries around the globe.
- Santa Clara, CA
- [www.intel.com](http://www.intel.com)

## Goals

- Differentiate Intel products for its global website visitors
- Increase conversions from returning visitors
- Improve cost efficiency across 500+ Search campaigns

## Approach

- Launched RLSA for campaigns in 23 markets
- Set higher bids for more valuable customers
- Crafted unique messaging for repeat visitors
- Lowered bids for visitors spending less time on-site

## Results

- 49% higher click-through rates (CTR)
- 11% lower cost-per-acquisition (CPA)
- 30% increase in conversion rates (CVR)



## The right message at the right time

In 2015, Intel decided to use RLSA across 582 campaigns in 23 markets, including Brazil, India, and Japan. The company wanted to provide unique, customized experiences for visitors returning to intel.com. To do this, Intel created its remarketing lists based on site visitors and applied them to every “always-on” search campaign. Then, the marketing team adjusted its messaging and ad landing pages to users’ search terms and last-visited webpage. Intel also changed its bids based on how likely a customer was to convert—they bid less on ads shown to visitors spending the least amount of time on its website.

## RLSA deliver

As a result, the company saw a 49% increase in CTR and a 30% increase in CVR after increasing bids for valuable terms and tailoring its messaging to return visitors. Intel also saw a decrease in CPA of 11% after increasing its bids.

“RLSA have made our AdWords budget work harder, helping us increase conversions and manage our costs more effectively at a greater scale,” Carrillo concluded.