

## A Case Study in Increasing Sales



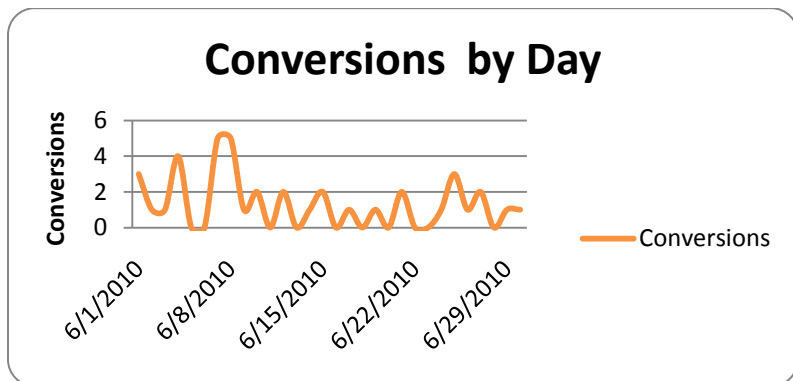
[The Clean Program](#) is a detoxification diet that promotes a healthful diet and lifestyle through a 21 day program. They use ReTargeter to stay in front of their traffic and give them additional chances to purchase their product.



The Clean Program **spent \$1,000/month** on ReTargeting their current traffic. With a price point of their product at **\$350**, their ReTargeting campaign helped drive **40 conversions**, totalling up to **\$14,000 of revenue** from ReTargeting in the month of June.

### The June 2010 Breakdown:

Spend = \$1,000  
 Return = \$14,000  
 ROI = 1,400 %



“We have a niche audience for our products, so it makes sense to only target the people visiting our site because they've already shown they're interested in us. ReTargeter has helped us reclaim visitors who otherwise wouldn't have converted into sales.”

- Ben Tseitlin  
 The Clean Program