



**crocs**<sup>tm</sup>

**Loyalty  
Program  
Marketing  
Plan**

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# Crocs Situational Overview

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As a result of the Pandemic, people started gravitating towards all things lighthearted, comfortable and joyful. This created a resurgence in Crocs' popularity.

**Between 2020 and 2021**

**Crocs Revenue grew by 73% to \$1.4 billion**

However, despite growing sales, Crocs ROAS (return on ad spend) decreased from 20% to 0% due to growing advertising costs compared to revenues.



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**How do we  
remedy this  
problem?**



Introducing...

**CROC ROCKERS™**

**Loyalty Program**



# Loyalty Program Overview



## CROC Rockers™ - Rewards Club

New free loyalty program for the devoted Crocs lover.

The multi-tier program rewards repeat shoppers with discounts, points for purchasing future product, free

**INTRODUCING**

**croc Rockers**

Our new loyalty program that rewards you for every purchase

**Shop** **Enjoy** **Repeat**

Get exclusive sales and special offers,  
Become a croc rocker at  
[croc.com/loyaltyprogram](https://croc.com/loyaltyprogram)

The advertisement is on a light green background. At the top, it says "INTRODUCING" in large white letters. Below that is the "croc Rockers" logo, which includes a small crocodile head icon and the word "croc" in its signature font, followed by "Rockers" in a stylized, handwritten font. The central graphic is a black electric guitar with white wings, positioned over a pair of black Crocs shoes. Below the guitar, there's a circular icon with two arrows forming a loop. At the bottom, there are three columns: "Shop" with a pink Croc shoe, "Enjoy" with a photo of feet in orange Crocs on a rocky surface, and "Repeat" with the circular refresh icon. The text "Our new loyalty program that rewards you for every purchase" is centered below the guitar. At the very bottom, it says "Get exclusive sales and special offers, Become a croc rocker at croc.com/loyaltyprogram".

# CROC Rockers™ - Benefits



**crocs™**

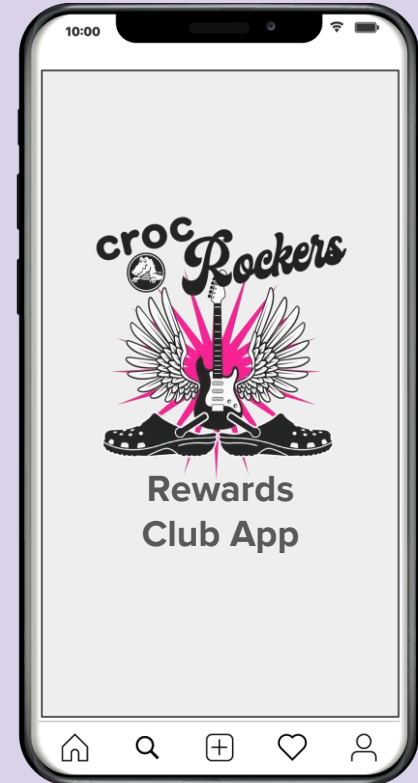
CROC ROCKER BENEFITS	ROCKER	CRUSH	MEGA CRUSH
	Join for Free	Spend \$150+/Yr	Spend \$300+/Yr
20% Off First Purchase	✓	✓	✓
Extended 90 Day Returns	✓	✓	✓
2x Points During Your Birthday Month	✓	✓	✓
Exclusive Offers & Discounts	✓	✓	✓
Faster Checkout - Online Orders	✓	✓	✓
FREE Jibbitz on Your Birthday	✓	✓	✓
FREE Standard Shipping & No Hassle Returns	✓	✓	✓
1 Point for Every Dollar Spent	✓		
Member-Versary Bonus Points		✓	✓
Points Never Expire		✓	✓
Exclusive Crush Level Deals		✓	✓
Birthday Gift - \$10 Coupon		✓	✓
FREE Standard Returns		✓	✓
2 Points per Dollar Spent		✓	
3 Points per Dollar Spent			✓
Exclusive Mega-Crush Level Deals			✓
VIP CrocTail Parties - In-Store New Releases			✓



## Compelling and Relevant Rewards Program

- Easy Access via Smartphone App (or Website)
- Simple - Easy-to-Use and Earn Points for Free Product
- Many Ways to Earn Points:
  - Welcome Bonuses
  - 1- 3 Points per \$1 Spent (Tiered Levels)
  - 50 Points - Write a Review
  - 100 Points - Write a Review with Photo
  - 200 Points - Write a Review with Video
  - 50 Points - Share on Facebook
  - 50 Points - Share on Instagram
  - Double Points on Birthday Month

**\*\* 100 Points = \$5 CROCS Voucher \*\***



# Marketing Objectives

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**Objective 1:** 20,000 unique visits per month to the landing page - 11/23/22 and 6/1/23.

**KPI:** Number of Unique Visitors to Landing Page



**Objective 2:** 30,000 new sign ups to our new loyalty program - 11/23/22 to 6/1/23.

**KPI:** Number of New (membership) Forms Submitted





# Audience - Primary Persona



Primary  
Target Audience  
for  
Loyalty Program

- Millennials - Age 27 - 41
- 70% Female Skew

Primary Persona	Demographics	Life Circumstances	Motivations and Considerations
<p><b>Mary Mom</b></p> 	<p><b>Age</b> - 34</p> <p><b>Income</b> - \$85K per year</p> <p><b>Education</b> - BA in sociology</p> <p><b>Location:</b> Suburbs</p> 	<p><b>Work experience level</b> Office Manager</p> <p><b>Relationship status</b> Married</p> <p><b>Parent status</b></p> <ul style="list-style-type: none"><li>• 1 School-Age and</li><li>• 1 Preschooler</li></ul>	<ul style="list-style-type: none"><li>• Loves Family Activities</li><li>• Enjoys the outdoors</li><li>• Always On-the-Go and looking for ways to save time</li><li>• Loves Practicality and Comfort</li><li>• Shares photos of her kids with family on Facebook, and with friends on Instagram.</li></ul>

# Digital Channel Plan

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**Organic Social:** Facebook, Instagram

**Display:** Google Display Ads, Facebook

**Paid Search:** Google Paid Search

**Retargeting:** Google Display Ads, Facebook Ads,  
Email, SMS Text



# Strategies & Tactics

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**Organic Social:** Introduce shoppers to Crocs' loyalty program benefits and gain interaction on post.



**Paid Search:** Reach users searching for Crocs discounts, rewards, comfort shoes or similar keywords. *(See keywords slide)*



**Display Ads:** Show ads to people who fit the Crocs demographic and interest profile.



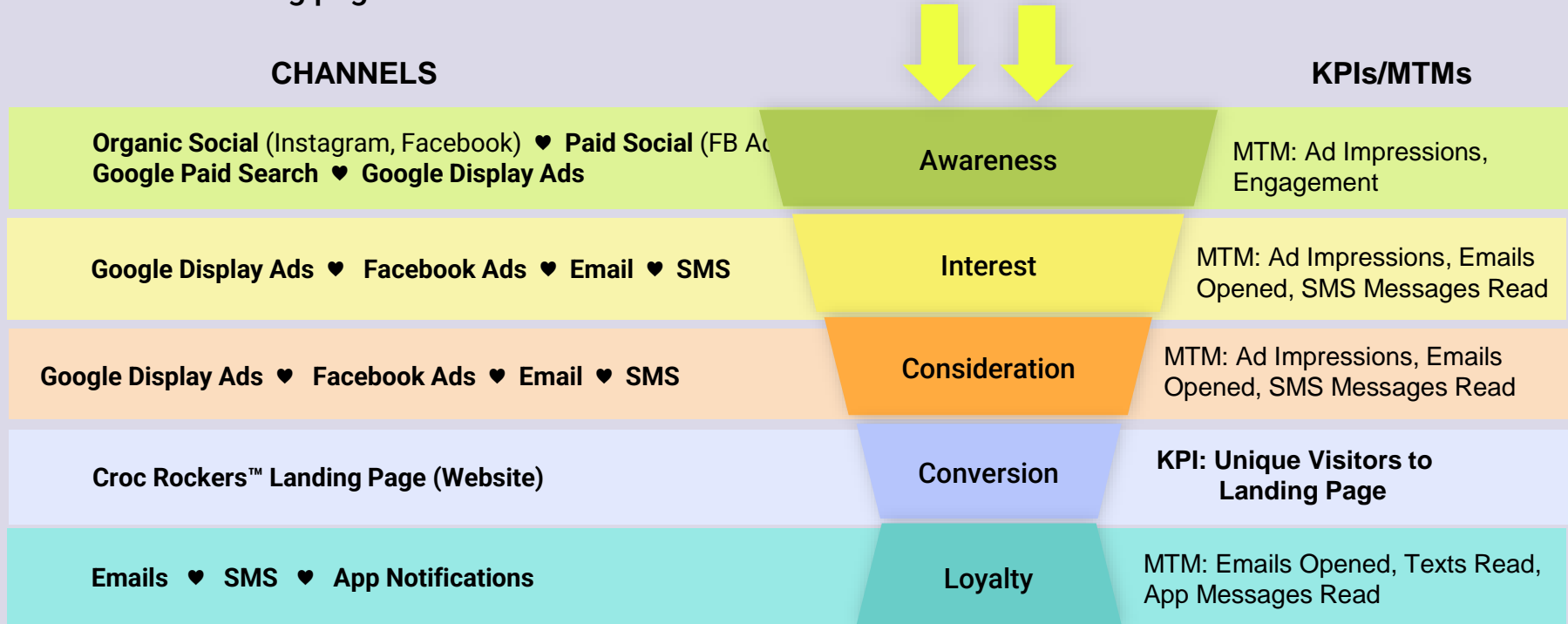
**Retargeting:** Show ads, send text messages and emails to people who interacted previously with Crocs.com website, but did not sign up for rewards club.

# Marketing Funnel Visualization



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**OBJECTIVE 1:** Achieve more than 20,000 new unique visitors per month to the Crocs Rockers landing page.

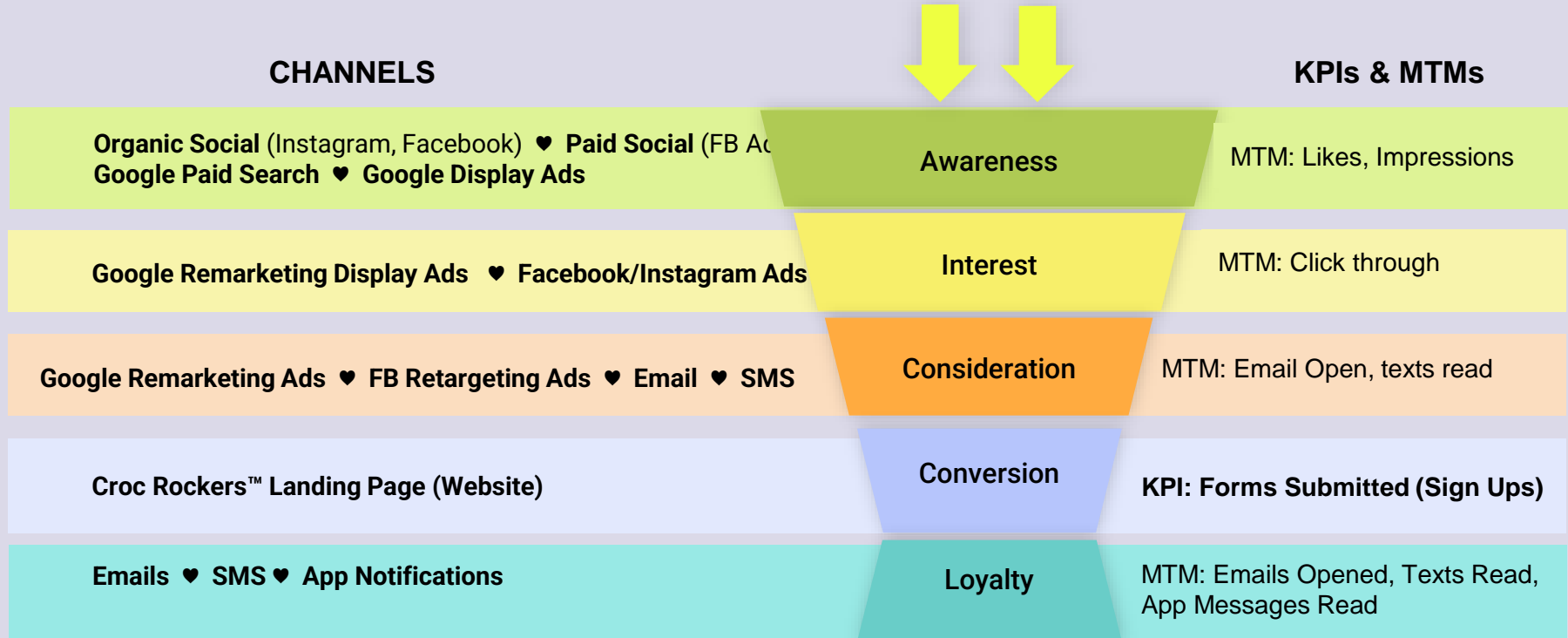


# Marketing Funnel Visualization



**crocs**<sup>™</sup>

**OBJECTIVE 2: Achieve 30,000 new sign ups to our loyalty program.**



# Landing Page Wireframe



LOGO

MENU

SEARCH

IMAGE

TEXT

FORM

CTA  
SUBMIT

# Landing Page Layout



WOMEN MEN KIDS JIBBITZ™ CHARMS CROCS AT WORK™ FEATURED



**Love Your Crocs? Become a Croc Rocker!**  
Get 20% off your next purchase when you register!



★ Free Shipping



★ Birthday Surprises



★ Earn Points Toward More Crocs



★ Exclusive Discounts & Events



★ Free Rewards

★ Anniversary Bonus Points



★ Free Jibbitz of Your Choice

**Sign-Up for Free Today!**

**SUBMIT**

# Google Paid Search Campaign - Structure

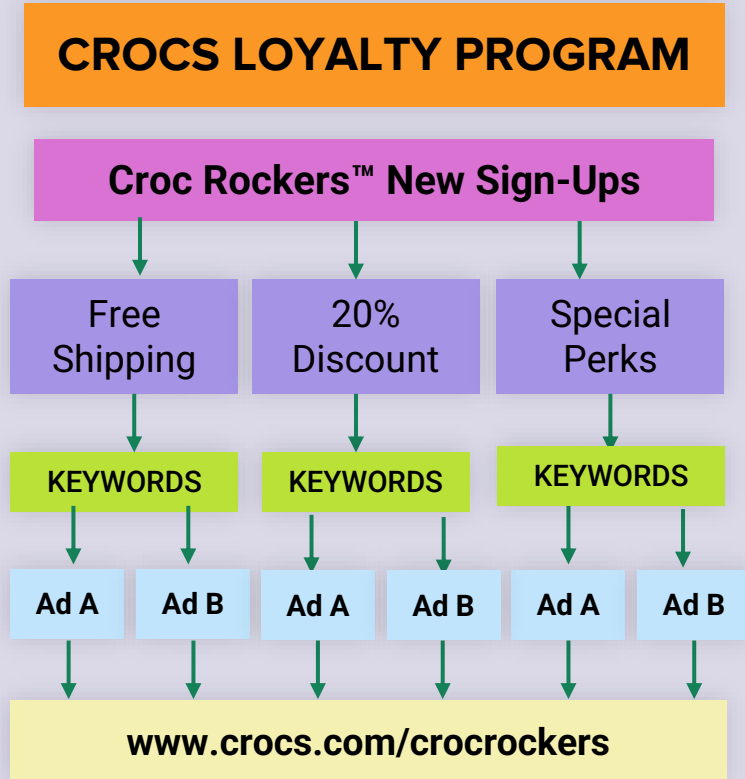


## OBJECTIVE 2:

**30,000 New Loyalty Program Sign-Ups**

## KPI: Number of Sign-Ups

- Campaign has 3 Ad Groups and 2 ad versions per Ad Group.
- Targeted audience selection, keyword utilization and optimized ad copy for surgical reach and high conversion rate.
- Projected weekly conversions (sign-ups) at around 2,000 per week.
- Daily Budget: \$70





# Google Paid Search - Keyword Selection\*



**CROCS™**

Short Tail Keywords
clogs
clogs outlet
club
comfy shoes
croc store
crock shoe
crocks
crocs
crocs shoes
cross shoe
discounts
jibbitz
points
rewards
sandals
shoes

**Short Tail Keywords:** Awareness

**Long Tail Keywords:** Consideration



**High Search Volume**

**Low Competition**

**Low Cost-Per-Click (CPC)**

Long Tail Keywords	
black crocs	crocs sale
blue crocs	crocs sandals
colorful crocs	crocs shoes
comfortable shoes	crocs store near me
croc boots	crocs us
croc heels	crocs women's sandals
croc sandals	crocs women's shoes
croc slides	crocscom
croc slippers	cross sandals
croc sneakers	lined clogs
crocs discount	new crocs
crocs flip flops	platform crocs
crocs for women	shoes for women
crocs jibbitz	the croc store
crocs near me	waterproof shoes
crocs rewards program	white crocs

*\*Keywords Listed in Alphabetical Order*

# Google Paid Search Ads - Mobile



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Ad · www.crocs.com/crocrockers

**Free Delivery Crocs | Sign Up for Croc Rockers | Crocs Rockers Rewards You**

Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start...

[Crocs Rockers Reward Club](#)

[Become a Crocs Rocker](#)

Available on the App Store

Ad · www.crocs.com/crocrockers

**Crocs Shoes for Sale | Special Birthday Gift | Shop Crocs with Free Shipping**

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks.

**Black Friday** - 20% off Your Next Order  
Valid Nov 20 - Dec 15

Ad · www.crocs.com/crocrockers

**Great Discounts on Crocs | Exclusive Crocs Member Offers | Free Delivery...**

Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks. Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site.

Available on the App Store

Ad · www.crocs.com/crocrockers

**Crocs Shoes for Sale | Free Delivery Crocs | Exclusive Crocs Member Offers**

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks. Join Crocs Rockers Now! Get Free Crocs...

[Crocs Rockers Reward Club](#)

[Become a Crocs Rocker](#)

Available on the App Store

Ad · www.crocs.com/crocrockers

**Special Birthday Gift | Great Discounts on Crocs | Shop Online Today**

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs...

[Crocs Rockers Reward Club](#)

[Become a Crocs Rocker](#)

Ad · www.crocs.com/crocrockers

**Shop Online Today | Great Discounts on Crocs | Shop Crocs with Free Shipping**

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs™ Official Site. Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Join Crocs Rockers Now! Get Free Crocs...

[Crocs Rockers Reward Club](#)

[Become a Crocs Rocker](#)

# Google Paid Search Ads - Desktop



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Ad · [www.crocs.com/crocrockers](http://www.crocs.com/crocrockers) ⌵

## Special Birthday Gift | Great Discounts on Crocs | Shop Online...

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs<sup>™</sup> Official Site. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

### Crocs Rockers Reward Club

Join the Official Crocs Rewards  
Sign Up Today and Get the Perks

### Become a Crocs Rocker

Join Crocs Rockers and get Rewarded  
Free Crocs Product - Sign Up Today



Ad · [www.crocs.com/crocrockers](http://www.crocs.com/crocrockers) ⌵

## Great Discounts on Crocs | Exclusive Crocs Member Offers

Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks. Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs<sup>™</sup> Official Site.

**Black Friday - 20% off Your Next Order** - Valid Nov 20 - Dec 15

Ad · [www.crocs.com/crocrockers](http://www.crocs.com/crocrockers) ⌵

## Crocs Shoes for Sale | Crocs Rockers Rewards You | Free Delivery...

Free Shipping when you join Crocs Rockers rewards club Today. Rock Your Crocs. Sign Up for Crocs Rockers Rewards Program and get awesome perks.

Ad · [www.crocs.com/crocrockers](http://www.crocs.com/crocrockers) ⌵

## Free Delivery Crocs | Sign Up for Crocs Rockers

Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Free Shipping when you join Crocs Rockers rewards club Today. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

### Crocs Rockers Reward Club

Join the Official Crocs Rewards  
Sign Up Today and Get the Perks

### Become a Crocs Rocker

Join Crocs Rockers and get Rewarded  
Free Crocs Product - Sign Up Today

Ad · [www.crocs.com/crocrockers](http://www.crocs.com/crocrockers) ⌵

## Shop Online Today | Great Discounts on Crocs

Get your Crocs Shoes, Clogs and Sandals | Join Crocs Rockers Today | Crocs<sup>™</sup> Official Site. Sign up for Crocs Rockers Rewards Program and get 20% off your next purchase. Join Crocs Rockers Now! Get Free Crocs Products! Join Crocs Rockers Today! Start Earning Points Now!

### Crocs Rockers Reward Club

Join the Official Crocs Rewards  
Sign Up Today and Get the Perks

### Become a Crocs Rocker

Join Crocs Rockers and get Rewarded  
Free Crocs Product - Sign Up Today

# Google Display Ads Campaign - Structure

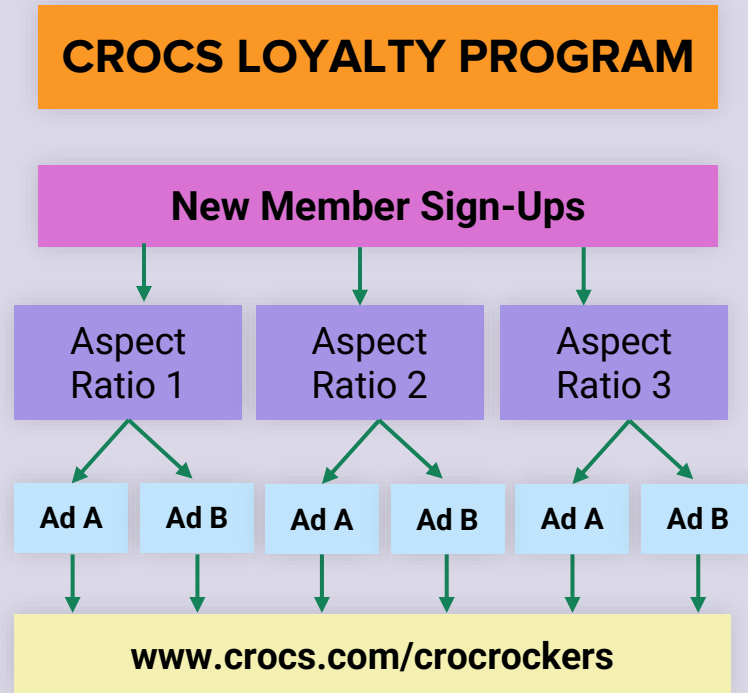


## OBJECTIVE:

**30,000 New Loyalty Program Sign-Ups**

## KPI: Number of Sign-Ups

- Campaign: three aspect ratios and two ads per aspect ratio.
- The channels will include YouTube, Gmail as well as ads and banners in Google Network websites and apps.
- Keywords - on slide 16
- Campaign expected to yield 1,700 new Loyalty Program sign-ups per month. (See Appendix)
- Daily Budget: \$70.70



# Google Display Ads - Mobile





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**In App** 1.91:1,  
minimum 600 x 314

**Image** 1:1,  
minimum 314 x 314


**In App** 1.91:1,  
minimum 600 x 314







**Get 20% Off Your Next Crocs**

Rock those Crocs and Get Rewarded!  
Join the free rewards club that gives you fun Perks!




**Get 20% Off Your Next Crocs**

 Rock those Crocs and Get Rewarded! Join the free rewards club that gives you fun Perks!



**Get 20% Off Your Next Crocs**



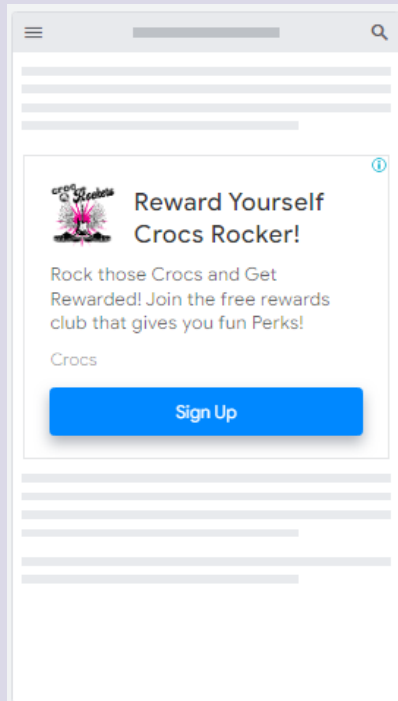
Rock those Crocs and Get Rewarded!  
Join the free rewards club that gives you fun Perks!

# Google Display Ads



**crocs**<sup>™</sup>

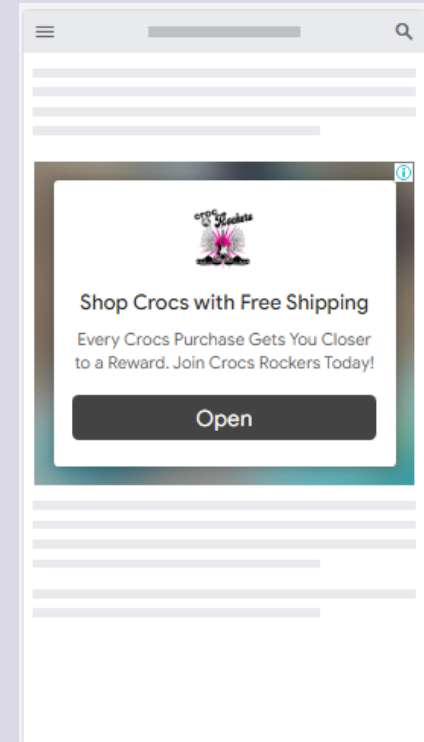
**Logo 1:1,**  
minimum 116 x 116px



**Desktop 160 x 600px**



**Logo 1:1,**  
minimum 116 x 116px

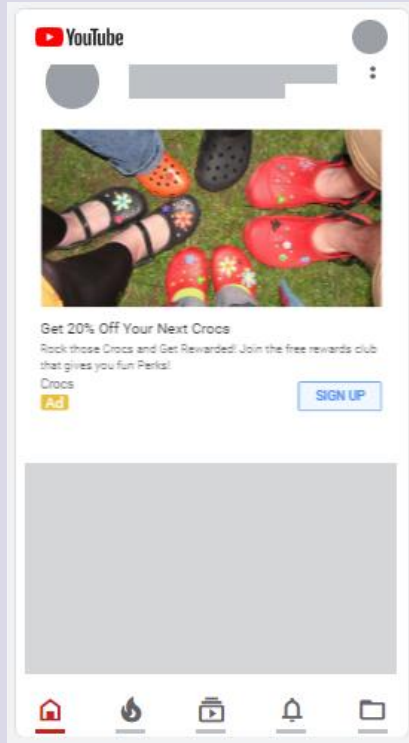


# Google Display Network

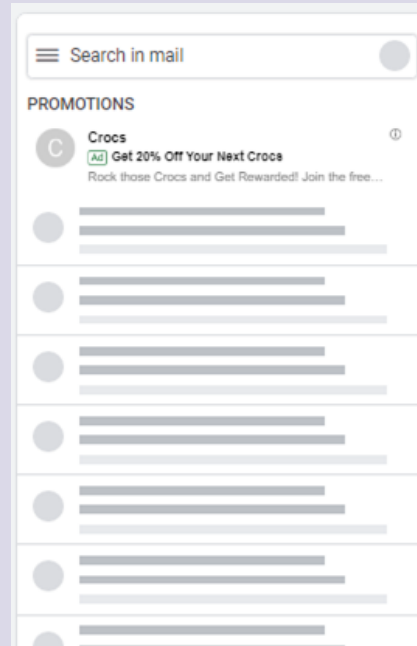


**crocs**<sup>™</sup>

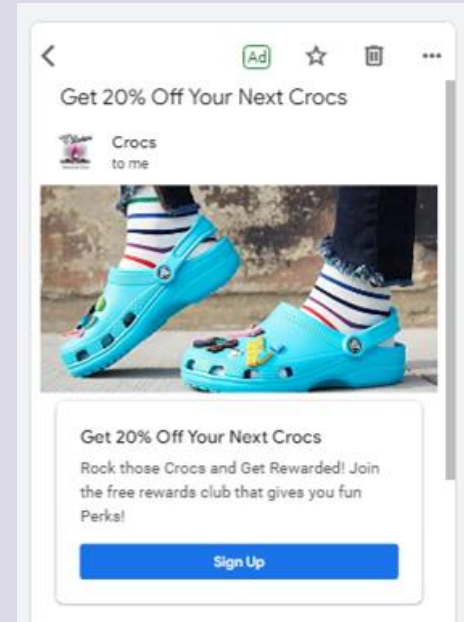
**YouTube Ad**  
300 x 200px



**Gmail Ad - Closed**



**Gmail Ad - Open**  
300 x 200px



# Social Media Organic Posts - Instagram & Facebook

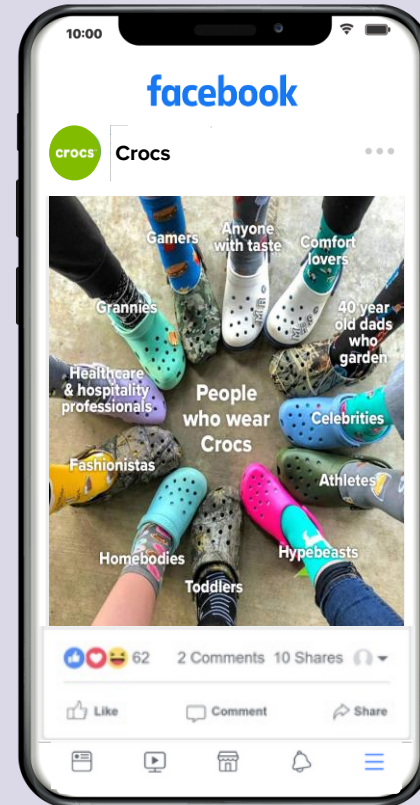


**CROCS - @arianagrande we love the way you styled this look with your white Crocs!**

*Arianna: Just another fun outfit I put together my crit cratity crocs.*

You can rock crocs while receiving freebies, discounts, free shipping when you join our free Croc Rockers™ Rewards Club today!

[#Crocrockers](#) [#clogs](#) [#crocs](#) [#rewards](#) [#points](#) [#sandals](#) [#comfyshoes](#) [#shoes](#) [#crocs](#) [#sandals](#) [#newcrocs](#) [#ootd](#) [#shoesforwomen](#) [#crocsus](#) [#platformcrocs](#) [#whitecrocs](#) [#discounts](#) [#club](#) [#crocstore](#) [#jibbitz](#) [#crocsnearme](#) [#bluecrocs](#) [#blackcrocs](#)



You can Rock your Crocs on any occasion. Whether on sports mode or pure fashion, joining our rewards club will make you an official Croc Rocker™

[#Crocrockers](#)



# Paid Social Media - Instagram



## CROCS - Sponsored

Join our rewards program and enjoy exclusive discounts and special offers for Croc Rockers™

Take 20% off your next order when you sign up [here](#).

[#crocrockers](#) [#clogs](#) [#rewards](#)  
[#points](#) [#crocs](#)

- Selection of Instagram and Facebook social media channels for advertising based on Crocs' audience channel preferences and interests.
- Instagram and Facebook paid ads fit into our media strategy by being where our audience can be found.
- These two platforms will help us gain the audience's attention, generating interest, and influencing click-through to the landing page.
- Once on the landing page, additional content will prompt visitors to sign up for the loyalty rewards program.

# Social Media Ad Campaign - Facebook



**CROCS**  
*Sponsored*

Feel like an **influencer** when you join Croc Rockers™ free rewards club. Enjoy free Jibbitz™ on your Birthday, special surprises, exclusive discounts and a 20% discount on your next purchase. Sign up today!

[#crocrockers](#) [#rewards](#) [#crocs](#)



# Retargeting Plan Strategy



## Promote New Croc Rockers™ Rewards Program to 2 Audience Segments using Facebook and Google Ad Network:

- Homepage visitors & Cart abandoners (immediately after site visit)
- Purchasers who didn't join rewards program (immediately after purchase)

### Goals:

- Drive page views to landing page
- Form completions



# Retargeting Plan Ad Copy



**crocs**<sup>™</sup>

## Homepage Visitors and Shoppers who Abandoned their Cart:

Get rewarded for rockin' your Crocs! Become a Croc Rocker<sup>™</sup> and start racking up the rewards.

20% off your next purchase when you sign-up.

**CTA Button:**

**Sign Up Now!**

## Online Store or App Purchasers Who Have Not Signed Up:

Get free shipping, cool perks, and points every time you shop Crocs.

Become a Croc Rocker<sup>™</sup> and get 20% off your next purchase.

**CTA button:**

**Join Now!**



# Retargeting/Remarketing Ads - Facebook & Google

## Facebook Retargeting Ad



## Google Remarketing Ad Large rectangle 336 x 280

1.2:1 Aspect Ratio

JPG, PNG, GIF  
150 KB (max)

280 px

Get rewarded for  
rockin' some Crocs!  
Get 20% off your first  
purchase just for



**Sign Up Now!**

336 px

# Retargeting - Email



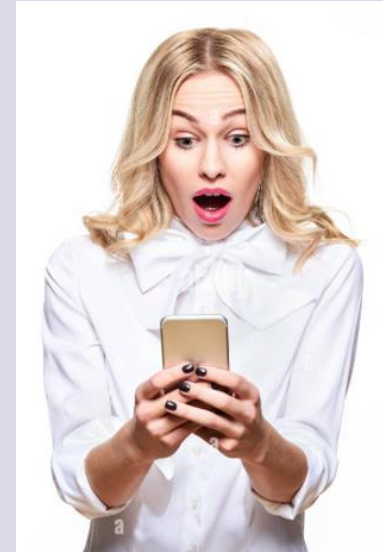
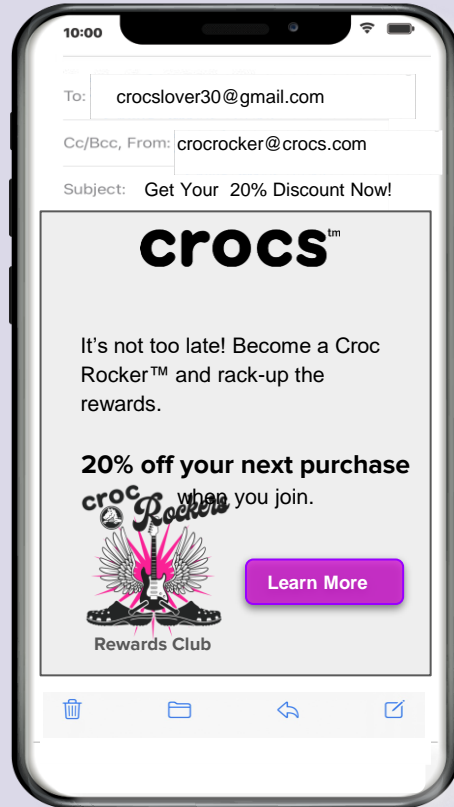
**crocs**<sup>™</sup>

## Target:

1. Crocs.com customers who purchased product, but did NOT sign up for loyalty program.
2. Crocs.com visitors who did NOT shop, but provided their email (Email opt-in offer)

## Offer:

20% discount toward their next purchase with Croc Rockers<sup>™</sup> sign-up.



# Retargeting - SMS Text Campaign



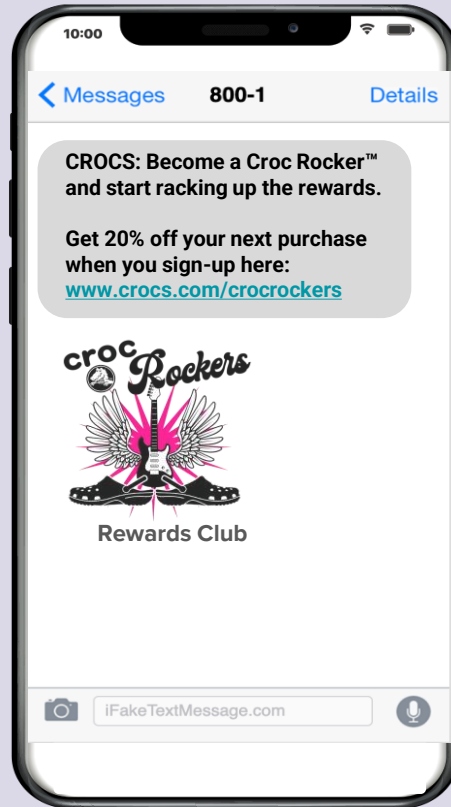
**crocs**<sup>™</sup>

## Target:

Crocs.com visitors who did NOT sign up for loyalty program, but who opted in to receive texts.

## Offer:

20% discount toward their next purchase with Croc Rockers sign-up.



# Automation - Exchange of Data

User Behavior	Tracking	Data Source
Click on a Social post or ad, or Google Ad promoting Rewards program CTA button: Sign up now	Link Click	Organic post, Paid Social ad, YouTube ad, or Google ad
Brought to Landing page	Link Click	Website Analytics
Completes sign up form	Form Submission	CRM
Opens welcome email w/ coupon code	Link Click	Email Data
Clicks "Shop Now" button in email	Link Click	Website Analytics
Lands on site, browses site	Link Click	Website Analytics
Makes purchase	Link Click	Website Analytics
Receives email - "You've earned points!"	CRM Lead Nurturing	CRM
Continues to make purchases	CRM Reporting	CRM
Receives email when new Rewards level is reached w/ new level perks info	CRM Reporting	CRM



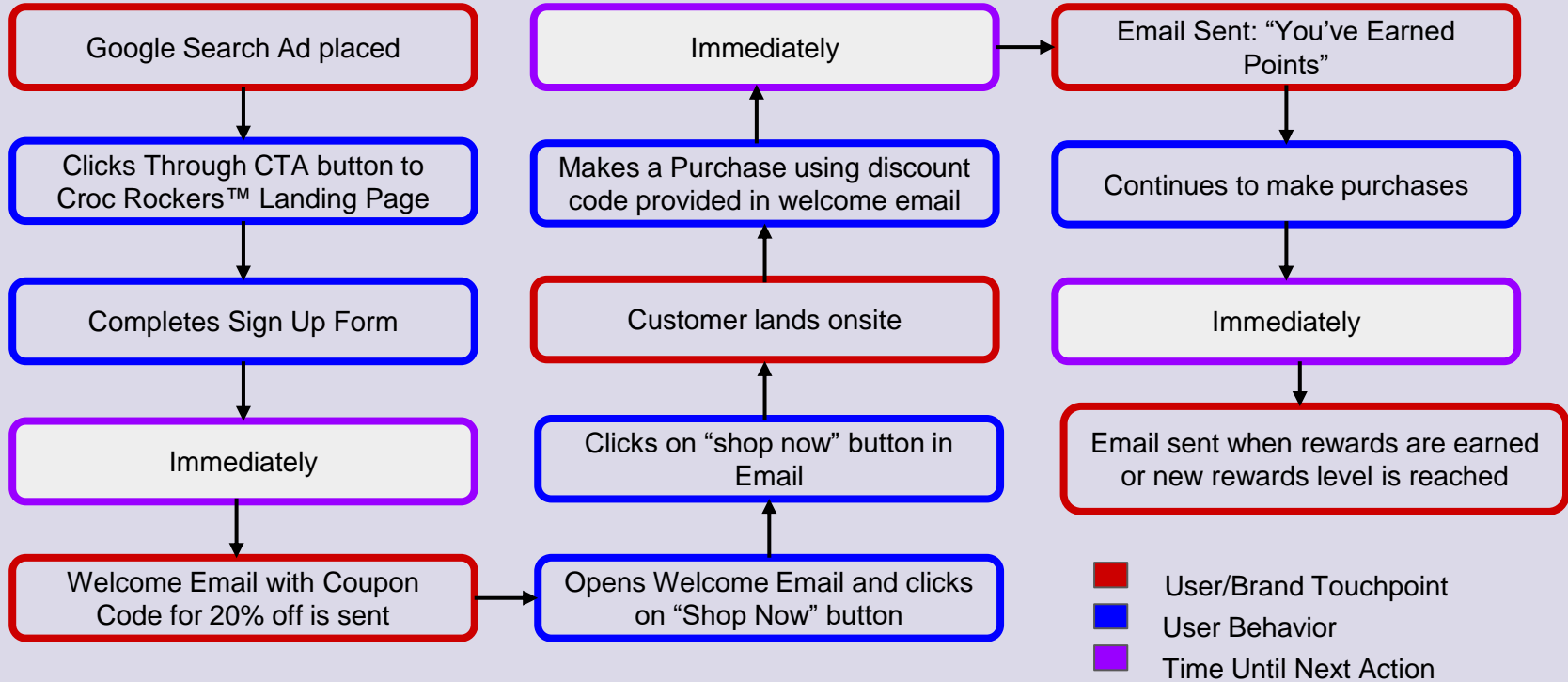


## Exchange of Data Variation for Customers Who Purchased w/out Signing Up

User Behavior	Tracking	Data Source
Email sent - "Hey, You forgot to sign up! It's not too late to get points for your purchase" CTA button: <b>Sign Up Now</b>	Link Click	Website analytics
Brought to Landing page	Link click	Website analytics
Completes sign up form	Form submission	CRM
Opens welcome email w/ coupon code	Link click	Email data
Clicks "Shop Now" button in email	Link click	Website Analytics
Lands on site, browses site	Link clicks	Website Analytics
Makes purchase	Link click	Website Analytics
Receives email - "You've scored points!"	CRM Lead Nurturing	CRM
Continues to make purchases	CRM reporting	CRM
Receives email when new Rewards level is reached w/ new level perks info	CRM reporting	CRM



# Automation Workflow Plan - Croc Rockers™



# Next Steps

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**crocs™**

**NEXT MEETING:**

Monday 11/21/22  
2:00 p.m.

**Projected Budget:**

\$4,000/mo.

**6 Months: \$24,000**

**Target Roll Out**

**11/23/22**

**Seeking Approval**

On or before Noon

Wednesday 11/22

# CROC ROCKERS LOYALTY PROGRAM

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Questions or Ideas? Please Contact Team 4 at Ext: 456

**Thank  
you!**



**crocs™**

# Appendix - Bonus - Keyword Strategy

## Keywords Searched & Analyzed Using:

- Google Keyword Planner
- Hoth Google Rank Checker
- Word Stream

## Keywords Selected Based on:

- **High Search Volume:** 50,000 to 100,000 Searches
- **Low Competitive Difficulty:** Medium to Low (some high)
- **Low Cost-Per-Click (CPC) Range:** Low \$.06 - High \$2.29

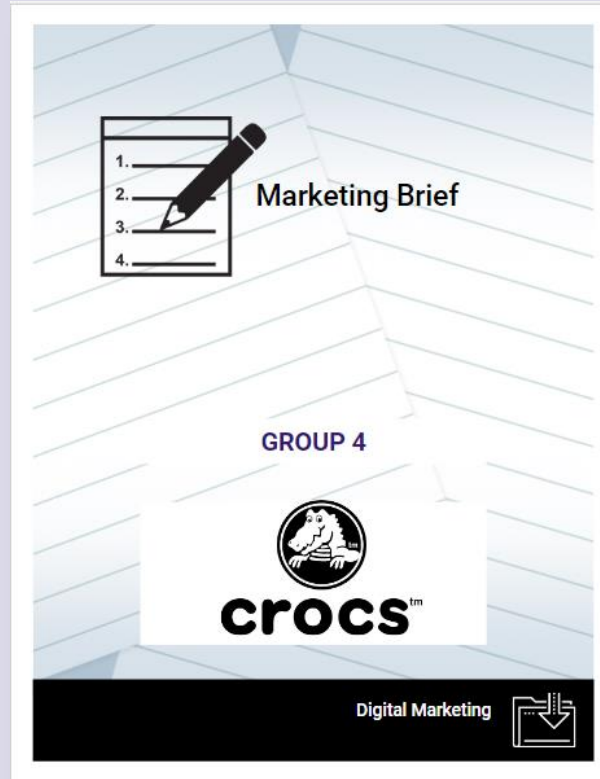
Keyword Text	Search Volume	Low Top Page Bid	High Top Page Bid
crocs near me	135,000	\$0.25	\$1.24
crocs for men	110,000	\$0.32	\$1.94
crocs jibbitz	90,500	\$0.12	\$0.68
crocs sandals	90,500	\$0.21	\$0.73
croc boots	90,500	\$0.31	\$1.44
black crocs	74,000	\$0.20	\$0.75
white crocs	74,000	\$0.21	\$0.76
platform crocs	74,000	\$0.22	\$0.97
crocs for women	74,000	\$0.22	\$1.20
crocs shoes	74,000	\$0.26	\$1.96
croc heels	74,000	\$0.37	\$2.67
croc slides	49,500	\$0.23	\$0.83
crocs us	49,500	\$0.66	\$2.29
crocscom	40,500	\$0.06	\$0.78
crocs women's sandals	40,500	\$0.25	\$1.01
crocs store near me	40,500	\$0.35	\$1.55
new crocs	33,100	\$0.39	\$1.47
blue crocs	27,100	\$0.16	\$0.76
colorful crocs	22,200	\$0.03	\$0.41
crocs women's shoes	22,200	\$0.28	\$1.74
crocs flip flops	22,200	\$0.30	\$0.91
lined crocs	22,200	\$0.33	\$1.17



# Appendix—Marketing Brief

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Please Click on [this file](#)



# Appendix—Google Search Ads

**Objective:** Leads (submit lead form)



Google Ads

**Campaign Type:** Search

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for you.

**Sales**  
Drive sales online, in app, by phone, or in store

**Leads**  
Get leads and other conversions by encouraging customers to take action

Select a campaign type

**Search**  
Reach customers interested in your product or service with text ads

**Campaign Name:** Loyalty Program Sign-Up

Select the ways you'd like to reach your goal

- Website visits
- Phone calls
- Store visits
- App downloads
- Lead form submissions  
Add lead form on the next step

Conversion Goals

**Submit lead forms**

Bidding

Bidding

What do you want to focus on?

Conversions

Campaign name

Loyalty Program Sign-Ups



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# Appendix—Google Search Ads Continued



Google Ads

## Campaign Settings

## Campaign-Level Promotions

## Audience Segmentation

### Campaign settings

To reach the right people, start by defining key settings for your campaign

#### Networks

##### Search Network

Ads can appear near Google Search results and keywords

Include Google search partners

##### Display Network

Easy way to get additional conversions at similar

Include Google Display Network

#### Locations

Select locations to target

- All countries and territories
- United States and Canada
- United States
- Enter another location

Location options

#### Languages

English

### Campaign-level promotions

Add promotions to this campaign. Any promotions will also be added to your account and can be used

#### Add new promotion

Occasion

Black Friday

Black friday promotions are only eligible to show from Oct 15 - Dec 15. You can narrow this date range in "Advanced options" below. [Learn more](#)

Language

English

Promotion type

Percent discount

20%

Item

Your Next Order

Final URL

http://crocs.com/crocrockers

Promotion details

None

Displayed promotion dates

Show the dates of your promotion

Start date

None

Nov 20, 2022

End date

None

Dec 15, 2023

### Audience segments

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#)

Search Browse

1 selected

Try "shoppers"

Combined segments

Show: Recent and ideas

Crocs Sign Up

Select all (34)

Crocs Sign Up

Apparel & Accessories

Based on advertisers like you

Shoes

Based on advertisers like you

Shoppers

Based on advertisers like you

Women's Apparel



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# Appendix—Google Search Ads Continued



**Headlines:** Relevant Use of Keywords

Headlines 6/15

For optimal ad performance, include these keywords in your headlines

shoes crocs rewards program white crocs Crocs Rockers

sandals crocs near me waterproof shoes

rewards crocs jibbitz the croc store

More ideas >

- Shop Crocs with Free Shipping  
Required 29 / 30
- Discounts on New Crocs  
Required 22 / 30
- Free Jibbitz for Your Crocs  
Required 27 / 30
- Reward Yourself Crocs Rockers  
29 / 30
- 20% Off Your Next Crocs  
23 / 30
- Shop Crocs Official Website

**Keywords:**

1. Relevant
2. High Volume
3. Low Competition
4. Low Cost per Click (CPC)

Keywords

Get keyword suggestions (optional)  
Google Ads can find keywords for you by scanning a web page or seeing what's on the page

www.crocs.com/crocs-club

Rewards Club × Crocs Discount × Crocs shoes ×

Add products or services to advertise

Update keyword suggestions

Enter keywords  
Keywords are words or phrases that are used to match your ads with the terms people use to search

- Rewards Club
- Crocs Discount
- crocs coupon
- fuzzy crocs
- crocs promo code
- crocs discount code
- crocs coupon code
- crocs slippers
- fur lined crocs
- crocs with fur
- non slip crocs
- crocs free shipping code
- custom crocs

**Descriptions:** Relevant Use of Keywords

Descriptions 4/4 View ideas

- Sign up for Crocs Rockers Rewards and get 20% off your next purchase  
Required 68 / 90
- Free Shipping when you join Crocs rewards club Crocs Rockers Today!  
Required 67 / 90
- Sign up with Crocs Rockers | Clogs, Shoes & Sandals | Free Shipping | 20% off First Order  
88 / 90
- Rock Your Crocs with Crocs Rockers | Sign Up and get the perks | Free Ship & 20% off  
84 / 90



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# Appendix—Google Search Ads Continued

Callouts



Google Ads

## Campaign-level callouts

Add callouts to this campaign. Any callout

### Add new callout

Callout text 1

Join Crocs Rockers Now!

Callout text 2

Get Free Crocs Products!

Callout text 3

Join Crocs Rockers Today!

Callout text 4

Start Earning Points Now!

## Budget

Select the average you want to spend each day.

\$121.30

**\$70.70** Recommended  
Average daily budget

Weekly conv.	Weekly clicks	Weekly cost	Avg. CPC	Avg. CPA
2,112	20,434	\$494.90	\$0.02	\$0.23

Recommended because of your campaign settings, such as bidding, targeting, and ad placement.

92.7%

Campaign optimization score ⓘ



### Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

#### Crocs Rockers 1

Weekly conv.	Weekly cost
2,185	\$494.90
Avg. CPA	\$0.23



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# Appendix—Google Display Ads



Google Ads

## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work



### Sales

Drive sales online, in app, by phone, or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Brand awareness and reach

Reach a broad audience and build awareness



### App promotion

Get more installs, engagement and pre-registration for your app

## Campaign settings

### Locations

Select locations to target

- All countries and territories
- United States and Canada
- United States
- Enter another location

Location options

### Languages

Select the languages your customers speak.

Start typing or select a language

English

### Start and end dates

Start date

Nov 20, 2022

End date

None

Jun 1, 2023

## Use these conversion goals to improve Leads

Conversion goals labeled as account default will use data from all of your campaigns and will seem directly related to Leads.

Conversion Goals

Conversion Source



Submit lead forms (account default)

Website

## Select a campaign type



### Search

Reach customers interested in your product or service with text ads



### Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



### Display

Run different kinds of ads across the web

# Appendix—Google Display Ads - Continued



Google Ads

## Targeting

People

### Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

#### Edit targeted segments

Search Browse

1 selected

Try "party supplies & planning"

Combined segments

Show: Recent and ideas

Select all (27)

Crocs Sign Up ⓘ

Crocs Sign Up

## Keywords

Suggest terms related to your products

### Edit targeted keywords

clogs  
clogs outlet  
club  
comfy shoes  
croc store  
crock shoe  
crocks  
crocs  
crocs shoes  
cross shoe  
discounts  
jibbitz  
points  
rewards  
sandals  
shoes  
black crocs  
blue crocs  
colorful crocs  
comfortable shoes  
croc boots  
croc heels  
croc sandals  
croc slides  
croc slippers

## Demographics

Suggest people based on age, gender, parental status, or household income ⓘ

### Edit targeted demographics

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ⓘ		<input type="checkbox"/> Unknown ⓘ

## Topics

Suggest webpages, apps, and videos about a certain topic ⓘ

### Edit targeted topics

Search by word, phrase, or URL



67 selected

Flash-Based Entertainment

Fun Tests & Silly Surveys

Humor

Funny Pictures & Videos

Live Comedy

Political Humor

Spoofs & Satire

Movies

Pets & Animals  
Animal Products & Services

Pets & Animals  
Pets

People & Society  
Women's Interests

People & Society  
Self-Help & Motivational

People & Society  
Family & Relationships

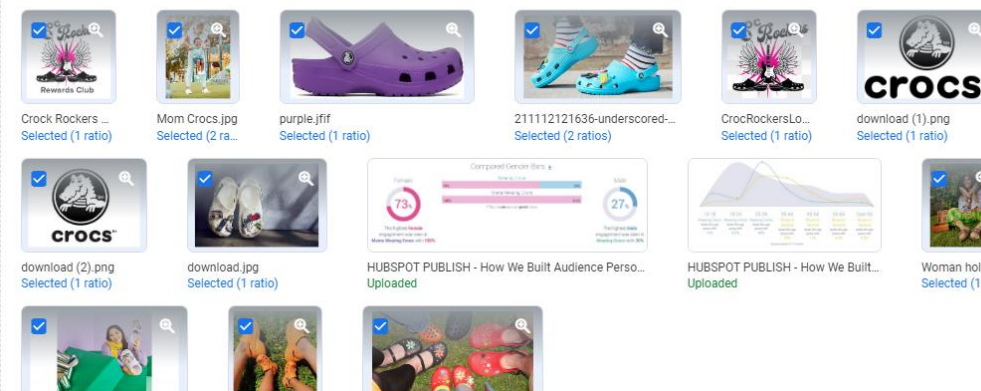
Online Communities

# Appendix—Google Display Ads - Continued

**Choose 15 images to use in your ad**

Recommended    Asset library    Website or social    **Upload**    Free stock

Upload images that meet the requirements. You can crop each image to different aspect ratios later

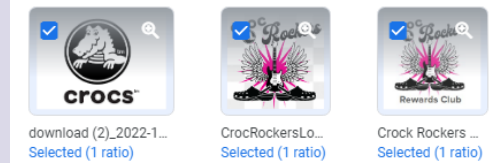


Grid of 15 image thumbnails for selection, including Croc Rockers Rewards Club, Mom Crocs, purple Crocs, blue Crocs, CrocRockersLo..., download (1).png, download (2).png, download.jpg, HUBSPOT PUBLISH - How We Built Audience Perso..., HUBSPOT PUBLISH - How We Built..., and Woman holdi...

**Choose 5 logos to use in your ad**

Recommended    Asset library

Upload logos that meet our requirements or can be cropped



Grid of 3 logo thumbnails for selection: Crocs, CrocRockersLo..., and Croc Rockers Rewards Club.

Use a different final URL for mobile

[More options](#)

Call to action text

**Final URL**

Required

**Business name**

Required 5 / 25

**Images**

Add up to 15 images [Learn more](#)




[Edit](#)

At least 1 landscape image is required  
At least 1 square image is required

**Logos**

Add up to 5 logos



[Edit](#)

**Videos**

Optional (portrait and landscape around 30 seconds work best)

[+ Videos](#)

**Headlines**

Add up to 5 headlines

Suggested headlines

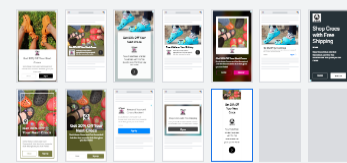
[More ideas](#)

---

**Preview**

Websites and apps    YouTube and Gmail

Example of your ad

# Appendix—Google Display Ads - Continued

Forecast for Dec 1 – 31, 2022					<b>Budget</b> ↓	Plan status: Implemented	
Maximize conversions						Nov 15, 2022	
Clicks	Impressions	Cost	CTR	Avg. CPC	Daily Budget	Avg. CPA	Conversions
47K	464K	\$1.6K	10.2%	\$0.03	\$50	\$0.91	1.7K
Locations: United States   Language: All languages   Search networks: Google							

## Campaign Review

Publish campaign

Campaign name: Loyalty Program Sign Up

Campaign type: Display

Objective: Leads

Goal: Submit lead forms

Final URL: https://crocs.com/croccrockers

## Campaign settings

Locations: United States (country)

Languages: English

Start and end dates: November 20, 2022 - June 1, 2023

## Targeting

Audiences: Crocs Sign Up

Demographics: Gender (Female), Age (25 - 34 + 1 more), Parental status (Parent), Household income (31 - 4

Keywords: club + 46 more



Topics: Movies + 66 more

Optimized targeting: On

# Google Display Ad Campaign - Additional Renderings





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**Get 20% Off Your Next Crocs**  
Rock those Crocs and Get Rewarded!  
Join the free rewards club that gives you fun Perks!

CLOSE SIGN UP



**Free Jibbitz on Your Birthday**  
Rock those Crocs and Get Rewarded! Join the free rewards club that gives you fun Perks!




**Shop Crocs with Free Shipping**

Crocs

Rock those Crocs and Get Rewarded! Join the free rewards club that gives you fun Perks!

CLOSE SIGN UP



**Get 20% Off Your Next Crocs**

Rock those Crocs and Get Rewarded! Join the free rewards club that gives you fun Perks!

# Appendix — Social Media Ads



**Goal**

What results would you like from this ad?

- Automatic**  
Let Facebook select the most relevant goal based on your settings.
- Get more calls**  
Show your ad to people who are likely to call your business.
- Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.
- Get more messages**  
Show your ad to people who are more likely to send you a message.
- Get more Page likes**  
Create a promotion to help more people find and like your Page.
- Get more leads**  
Use a form to collect contact information from potential customers.

Cancel Save

**Edit audience**

Select the location, age, gender and interests of people you want to reach with your ad.

**Gender**

All Men **Women**

**Age**

30  40

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

**Locations**

Locations  
Type to add more locations

United States  
**United States + 25 mi**

**Detailed targeting**

**Audience definition**  
Your audience is defined.

Specific    Broad

Estimated audience size: 26.1M - 30.7M

Cancel Save audience

**Detailed targeting**

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

**Education**

**Education level**

Associate degree

College grad

Doctorate degree

High school grad

In college

In grad school

In high school

Master's degree

Professional degree

**Detailed targeting**

For advanced targeting features, go to [Ads manager](#).

Demographics Interests Behaviors

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

**Education**

**Financial**

**Income**

Household income: top 10% of ZIP codes (US)

Household income: top 10%-25% of ZIP codes (US)

Household income: top 25%-50% of ZIP codes (US)

Household income: top 5% of ZIP codes (US)

**Life events**

**Parents**

**Detailed targeting**

**Parents**

**All parents**

New Parents (0-12 months)

Parents (All)

Parents with adult children (18-26 years)

Parents with early school-age children (06-08 years)

Parents with preschoolers (03-05 years)

Parents with preteens (09-12 years)

Parents with teenagers (13-17 years)

Parents with toddlers (01-02 years)



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# Appendix—Social Media Ads - Continued

**Detailed targeting**

Complicated	<input type="checkbox"/>
Divorced	<input type="checkbox"/>
Domestic Partnership	<input checked="" type="checkbox"/>
Engaged	<input checked="" type="checkbox"/>
In a relationship	<input checked="" type="checkbox"/>
Married	<input checked="" type="checkbox"/>
Open Relationship	<input type="checkbox"/>
Separated	<input type="checkbox"/>
Single	<input type="checkbox"/>
Unspecified	<input type="checkbox"/>
Widowed	<input type="checkbox"/>

**Detailed targeting**

Shopping and fashion

Sports and outdoors

Outdoor recreation (outdoors activities)

Boating (outdoors activities)	<input checked="" type="checkbox"/>
Camping (outdoors activities)	<input checked="" type="checkbox"/>
Fishing (outdoors activities)	<input type="checkbox"/>
Horseback riding (horse sport)	<input type="checkbox"/>
Hunting (sport)	<input type="checkbox"/>
Mountain biking (cycling)	<input type="checkbox"/>
Surfing (water sport)	<input checked="" type="checkbox"/>

Sports (sports)

Technology (computers & electronics)

**Detailed targeting**

Shopping and fashion

Beauty (social concept)

Clothing (apparel)

Children's clothing (apparel)	<input type="checkbox"/>
Men's clothing (apparel)	<input type="checkbox"/>
Shoes (footwear)	<input checked="" type="checkbox"/>
Women's clothing (apparel)	<input checked="" type="checkbox"/>

Fashion accessories (accessories)

Shopping (retail)

Toys (toys)

Sports and outdoors

**Detailed targeting**

All mobile devices by brand

All Mobile Devices by Operating System

Android: 360 degree media not supported	<input type="checkbox"/>
Android: 360 degree media supported	<input checked="" type="checkbox"/>
Facebook access (mobile): all mobile devices	<input checked="" type="checkbox"/>
Facebook access (mobile): feature phones	<input checked="" type="checkbox"/>
Facebook access (mobile): smartphones and tablets	<input checked="" type="checkbox"/>
Facebook access (mobile): tablets	<input checked="" type="checkbox"/>

Network Connection

New smartphone and tablet users	<input checked="" type="checkbox"/>
Owens: OnePlus	<input type="checkbox"/>

**Detailed targeting**

Mobile Device User

All Mobile Devices by Brand

All Mobile Devices by Operating System

Android: 360 degree media not supported	<input type="checkbox"/>
Android: 360 degree media supported	<input checked="" type="checkbox"/>
Facebook access (mobile): all mobile devices	<input checked="" type="checkbox"/>
Facebook access (mobile): feature phones	<input checked="" type="checkbox"/>
Facebook access (mobile): smartphones and tablets	<input checked="" type="checkbox"/>
Facebook access (mobile): tablets	<input checked="" type="checkbox"/>



# Appendix—Retargeting Ad Campaign - Facebook



**Choose a Custom Audience source**  
Connect with people who have already shown an interest in your business or product.

**Your sources**

- Website
- Customer list
- App activity
- Offline activity
- Catalog

**Meta Sources**

- Video
- Instagram account
- Lead form
- Events
- Instant Experience
- Facebook page
- AR Experience
- Shopping
- On-Facebook listings

Cancel **Next**

**Create a website Custom Audience**

People who visited specific web pages

Retention 30 days

URL contains crocs.com

And the same URL must ALSO match

URL contains crocs.com/on/demandware.store/Sites-crocs\_us-Site/default/Car1-Show

+ And also

Further refine by

Include more people  Exclude people

**Audience Name**  
Homepage Visitors and Checkout Abandoners 41/50

Back **Create audience**

**Create a website Custom Audience**

**Your Custom Audience was created**

It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

**Next steps**

- Create a lookalike audience**  
Reach people similar to the audience you just created by creating a lookalike audience. [Learn more](#)
- Create an ad**  
Create an ad to advertise to your new audience. [Learn more](#)
- Create another Custom Audience**  
Continue to create another Custom Audience. [Learn more](#)

**Done**

**Create new campaign** New ad set or ad

**Now you can choose from 6 simplified objectives**

We made an update to the campaign objectives to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

[Find your objective](#)

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Traffic**  
Send people to a destination, like your website, app or Facebook event. [Learn more](#)

**Good for:**

- Link clicks
- Landing page views
- Messenger and WhatsApp
- Calls

[Learn more](#) Cancel **Continue**

# Appendix—Retargeting Ad Campaign - Facebook

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Awareness**  
Show your ads to people who are most likely to remember them.

**Good for:**

- Reach
- Brand awareness
- Video views
- Store location awareness

Name your campaign • Optional

[Learn more](#)

## A/B Test

Create A/B Test

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

## Advantage campaign budget +

On

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

### Campaign budget

Daily Budget  USD

You'll spend up to \$18.75 on some days, and less on others. You'll spend an average of \$15.00 per day and no more than \$105.00 per calendar week. [Learn more](#)

### Bid strategy options have changed

We renamed our bid strategy options to make them easier to understand and compare.

[Learn more](#)

### Campaign bid strategy

Highest volume

## Budget & schedule

### Schedule ⓘ

#### Start date

Nov 23, 2022

7:12 PM

Pacific Time

#### End

Set an end date

Jun 1, 2023

12:00 AM

Pacific Time



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# Appendix—Retargeting Ad Campaign - Facebook

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience** Use saved audience ▾

---

**Custom audiences** Create new ▾

Q Search existing audiences

Exclude

\* **Locations**  
Location:  
• United States

**Age**

27 ▾ 41 ▾

**Gender**

All  Men  Women

- Demographics > Financial > Income
  - Household income: top 10%-25% of ZIP codes (US)
- Demographics > Parents > All parents
  - Parents with preschoolers (03-05 years)
- Demographics > Relationship > Relationship status
  - In a relationship
  - Married

- Behaviors > Mobile Device User
  - Android: 360 degree media supported
  - Facebook access (mobile): all mobile devices
  - Facebook access (mobile): feature phones
  - Facebook access (mobile): smartphones and tablets
  - Facebook access (mobile): tablets

- Interests > Shopping and fashion > Clothing (apparel)
  - Shoes (footwear)
- Interests > Sports and outdoors > Outdoor recreation (hobbies)
  - Boating (outdoors activities)
  - Camping (outdoors activities)
  - Fishing (outdoors activities)
  - Hunting (sport)

- New smartphone and tablet users
- Behaviors > Mobile Device User/Device Use Time
  - Uses a mobile device (10-12 months)
  - Uses a mobile device (13-18 months)
  - Uses a mobile device (19-24 months)
  - Uses a mobile device (25 months+)



# Appendix—Retargeting Ad Campaign - Facebook

Fishing (outdoors activities)

Hunting (sport)

Mountain biking (cycling)


Surfing (water sport)

[Interests](#) > [Sports and outdoors](#) > [Sports \(sports\)](#)

Swimming (water sport)

## Placements

[Learn more](#)


- Advantage+ placements (recommended)**   
Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

## Advantage campaign budget

On

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

## Campaign budget

Daily Budget 

\$15.00

USD

## Ad setup

Create ad 

## Format

Choose how you'd like to structure your ad.

- Single image or video**  
One image or video, or a slideshow with multiple images
- Carousel**  
2 or more scrollable images or videos
- Collection**  
Group of items that opens into a fullscreen mobile experience



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# Appendix—Retargeting Ad Campaign - Facebook

Croc Rockers Traffic Campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

**Campaign name**

Croc Rockers Traffic Campaign [Create template](#)

**Special Ad Categories**  
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

**Categories**

No categories declared

**Campaign details**

**Buying type**  
Auction

**Campaign objective**  
Traffic  
[Show more options](#)

**A/B Test** [Create A/B Test](#)

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

**Advantage campaign budget** [+](#) [Off](#)

Advantage campaign budget will distribute your budget across ad sets to get more

[Close](#) [✔ All edits saved](#)

Croc Rockers Traffic Campaign > **Homepage Visitors and Checkout Abandoners**

[Edit](#) [Review](#)

**Ad set name**

Homepage Visitors and Checkout Abandoners [Create template](#)

**Conversion**

**Conversion location**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website  
Send traffic to your website.
- App  
Send traffic to your app.
- Messenger  
Send traffic to Messenger.
- WhatsApp  
Send traffic to WhatsApp.
- Calls  
Get people to call your business.

**Optimization & delivery**

**Optimization for ad delivery**

Landing Page Views

**Cost per result goal**

\$1.00

Meta will aim to get the most landing page views and try to keep the average cost around \$1.00. Some results may cost more and some may cost less.

**Bid strategy**

Cost per result goal

[Show more options](#)

**Budget & schedule**

**Budget**

Daily Budget \$20.00 USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

**Schedule**

Start date

**Start date**

Nov 15, 2022 9:00 AM Eastern Time

**End**

Set an end date

Jun 30, 2023 12:00 AM Eastern Time

[Show more options](#)

**Audience** [★ See what's new](#)

Define who you want to see your ads. [Learn more](#)

[Create new audience](#) [Use saved audience](#)

**Custom audiences** [Create new](#)

Website

Homepage Visitors and Checkout Abandoners

[Exclude](#)

**Advantage custom audience** [+](#)

Reach people beyond your custom audience when it is likely to improve performance



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# Appendix—Retargeting Ad Campaign - Facebook

**\* Locations**  
Location:  
• United States

**Age**  
18 ▼ 45 ▼

**Gender**  
 All  Men  Women

**Detailed targeting**  
Include people who match ⓘ

- stay at home mom
- Toms Shoes (footwear)
- Working parent
- Interests > Shopping and fashion > Clothing (apparel)
- Childrens clothing (apparel)
- Shoes (footwear)

Q Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

**Advantage Detailed Targeting** +  
 Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Age**  
18 ▼ 45 ▼

**Gender**  
 All  Men  Women

**Detailed targeting**  
Include people who match ⓘ

Demographics > Education > Education level

- College grad
- In college
- Some college

Demographics > Parents > All parents

- Parents with early school-age children (06-08 years)
- Parents with preschoolers (03-05 years)

**Detailed targeting**  
Include people who match ⓘ

Interests > Additional interests

- College (higher education)
- Coupon Mom (coupons & discounts)
- Crocs (footwear)
- Keds (shoes)
- stay at home mom

**Set up your media**

- ✓ Add media
- ⓘ Crop
- ✓ Optimize

**Select media crop for placements**

We evaluated your image and cropped it to fill the placement when we think it may perform better. You can edit these crops or upload new media for each placement by hovering over the image.

**Feeds, In-stream ads for videos and reels**

- Original
- 1:1 (recommended)

**Stories and Reels, Apps and sites**

- Original
- 9:16 (recommended)

**Right column, Search results, Instant articles**

- Original
- 1.91:1 (recommended)

Cancel Next



# Appendix—Retargeting Ad Campaign - Facebook

The image displays a collage of screenshots from Facebook's advertising interface, illustrating the setup and preview of a retargeting ad campaign for Crocs. The central focus is the 'Advantage+ creative' tool, which shows optimization settings for an ad featuring a guitar with wings. The 'Standard enhancements' are turned on, and the ad is 'Partially optimized' (2/3). The ad preview shows the 'croc Rockers' logo and a guitar with wings, with the text 'John Knox Village' and 'Sponsored'. The 'Facebook Video feeds' preview shows the ad in a video feed format, with a 'See variations' button. The 'Ad name' and 'Destination' panels show the ad's identity, including the Facebook Page, and the destination set to 'Website'.

**Advantage+ creative**

Set up your media

- ✓ Add media
- ✓ Crop
- Optimize

Tailor your ad for the person viewing it by letting us automatically optimize your creative. This can help improve performance.

Standard enhancements

On

We will apply a basic set of enhancements to optimize your ad creative and improve performance.

This can include things like automatically adjusting the aspect ratio of your image or video, applying a template to your image to help it better fit certain ad placements or displaying relevant Facebook comments below your ad.

2/3

Partially optimized

All optimizations  Off

- Standard enhancements  On >
- Image brightness & contrast >
- Music  On >

Facebook Feed

John Knox Village Sponsored

Primary text

croc Rockers

displayurl.com www.displayurl.com Learn more

Like Comment Share

Example 6 of 8: Text combinations

Facebook Feed

John Knox Village Sponsored

Primary text

croc Rockers

displayurl.com www.displayurl.com Learn more

Like Comment Share

Facebook Video feeds

John Knox Village added a ne... Sponsored

croc Rockers

John Knox Village Retirement & Assisted Living Fac... LEARN MORE

Share

See variations

Feeds

Stories and Reels

Ad name

Purchasers Ad Create template

Identity

- Facebook Page
- John Knox Village
- Instagram account
- Use selected Page or Connect account

You need access to advertise for Use selected Page.

Ad setup

Create ad

Creative source

- Manual upload
- Manually selected images or videos.
- Catalog

Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Facebook Video feeds

John Knox Village Sponsored

Primary text

croc Rockers

displayurl.com www.displayurl.com Learn more

Like Comment Share

Feeds

Stories and Reels

See variations

Primary text

Get rewarded by rockin' your Crocs! 20% off your first purchase, just for signing up!

Add text option

Headline

Write up to 5 short ad headlines

Add headline option

Description

Why should people visit your website?

Optimize text per person

Enabled

Call to action

Sign up

Destination

Tell us where to send people immediately after they tap or click your ad. Learn more

- Instant Experience
- Instant Experience
- Website

Send people to your website.

Facebook Video feeds

John Knox Village added a ne... Sponsored

croc Rockers

John Knox Village Retirement & Assisted Living Fac... LEARN MORE

Share

See variations

Feeds

Stories and Reels

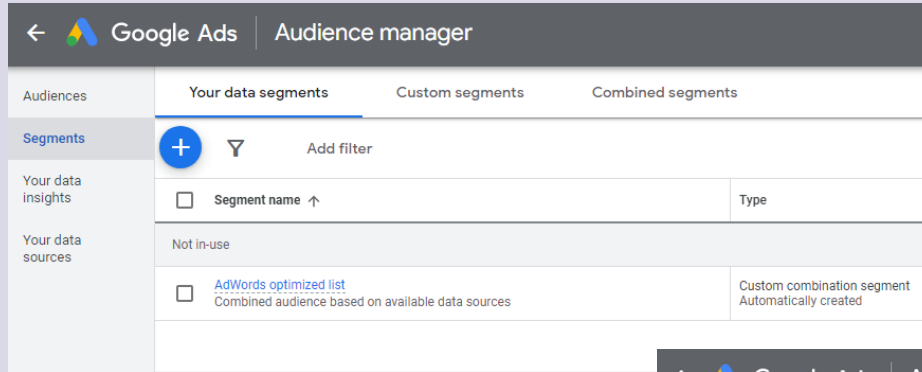


**crocs™**



# Appendix—Retargeting Ad Campaign - Google Ads

## Create an Audience

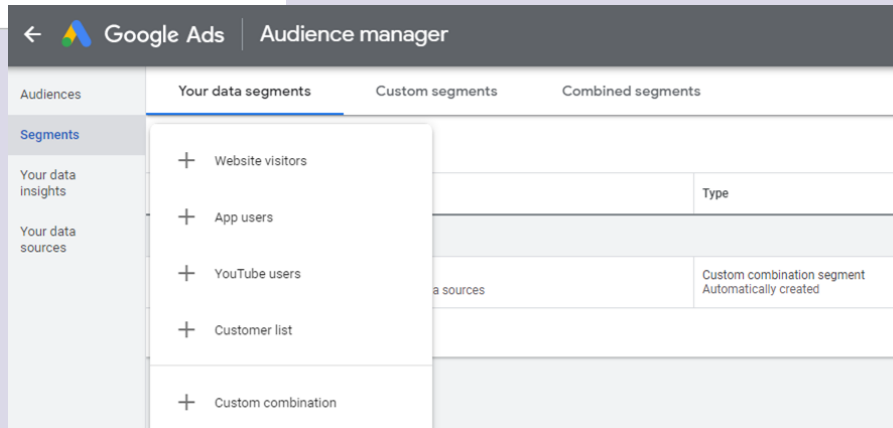


← Google Ads | Audience manager

Audiences | **Your data segments** | Custom segments | Combined segments

Segments + Add filter

Segment name ↑	Type
Not in-use	
<input type="checkbox"/> <a href="#">AdWords optimized list</a> Combined audience based on available data sources	Custom combination segment Automatically created



← Google Ads | Audience manager

Audiences | **Your data segments** | Custom segments | Combined segments

Segments

- + Website visitors
- + App users
- + YouTube users
- + Customer list
- + Custom combination

Segment name ↑	Type
Not in-use	
<input type="checkbox"/> <a href="#">AdWords optimized list</a> Combined audience based on available data sources	Custom combination segment Automatically created



# Appendix—Retargeting Ad Campaign - Google Ads

## Audience - Homepage visitors and cart abandoners

The screenshot shows the Google Ads 'New audience: website visitors' interface. The segment name is 'Homepage visitors or Cart abandoners'. Under 'Segment members', 'Visitors of web pages' is selected. Under 'Actions', two conditions are added: 'Web page visit' in the past 30 days, where the action must match every parameter below. The first parameter is 'Page URL' equals 'www.crocs.com'. The second parameter is 'Page URL' equals 'https://www.crocs.com/on/demandware'. There are buttons for 'Add action (OR)' and 'Add action (AND)'. Below the actions, there is an 'Exclude people who have taken the following actions' section with an 'Add action' button.

## Audience - Completed a purchase, but did not sign up for rewards program

The screenshot shows the Google Ads 'New audience: website visitors' interface. The segment name is 'Completed a purchase - Crocs'. Under 'Segment members', 'Visitors of web pages' is selected. Under 'Actions', one condition is added: 'Web page visit' in the past 30 days, where the action must match every parameter below. The parameter is 'Page URL' contains 'https://www.crocs.com/on/demandware'. There are buttons for 'Add action (OR)' and 'Add action (AND)'. Below the actions, there is an 'Exclude people who have taken the following actions' section with an 'Add action' button.



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# Appendix—Retargeting Ad Campaign - Google Ads



## Audience Segments created and listed

The screenshot shows the Google Ads Audience Manager interface. The top navigation bar includes 'Google Ads' and 'Audience manager' with various utility icons like Search, Reports, Tools and settings, Refresh, Help, and Notifications. Below the navigation, there are tabs for 'Your data segments', 'Custom segments', and 'Combined segments'. The 'Your data segments' tab is active, showing a list of segments. The table has columns for Segment name, Type, Membership status, and Size for Search, YouTube, and Display. Two segments are listed: 'Homepage visitors or Cart abandoners' and 'Completed a purchase - Crocs', both of which are Website visitors Rule-based and Open.

Segment name ↓	Type	Membership status	Size: Search	Size: YouTube	Size: Display
Not in-use					
<input type="checkbox"/> <a href="#">Homepage visitors or Cart abandoners</a>	Website visitors Rule-based	Open	Populating...	Populating...	Populating...
<input type="checkbox"/> <a href="#">Completed a purchase - Crocs</a>	Website visitors Rule-based	Open	Populating...	Populating...	Populating...



# Appendix— Survey for Campaign Metrics

**crocs™** ×

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What was most responsible for bringing you to our site today?

- SMS/Text
- Instagram
- Google
- News/Magazine Article
- Other
- Snapchat
- Yahoo
- Nothing - I typed in Crocs.com
- Pinterest
- Blog/Publication Website
- Push Notification
- TikTok
- Facebook

[Cancel](#)

