

Turning a Seasonal Ecommerce Company Into an All-Year-Round Business

Google

The owner of an eCommerce store contacted us to manage their pay per click account. His business sells high-quality seeds online. After running a failed campaign with a freelance Google Ads Specialist, producing little to no results, and wasting a lot of money, they decided to work with an agency that had a good track record. After doing some research, they picked us to help them improve their web presence and grow their business online.

HOW WE DID IT

Our team established a strategy that would enable this business to acquire a ROAS above 2.5, decrease CPA to \$10.00, increase their online presence and outrank their competitors. The action plan included the following:

- ✔ Installing tracking for completed purchases as well as eCommerce tracking
- ✔ Installing Google Analytics to measure consumer behavior
- ✔ Leveraging search, shopping, remarketing and display campaigns to increase reach and the number of leads generated
- ✔ Reducing the location targeting, plus considering each state's weather and shopping trends to accommodate seasonality challenges brought by the industry

THE RESULTS

- ⬆ **ROAS** increased by 1014.40%
- ⬆ **Conversion** increased by 6274.07%
- ⬆ **Revenue** increased by 4266.95%
- ⬆ **Search impression share** increased by 207.10%
- ⬆ **CPA** decreased by 93.64%