

ECOMMERCE SITE HIRES WD AND REALIZES A 152% INCREASE IN SALES

THE STORY

A national e-commerce lifestyle brand wanted to **increase their total number of visitors** per day and have them convert into sales. They had **no previous experience** with running paid search campaigns, had a **low starting budget**, and a lean profit margin.



THE PLAN

We first **performed research** on the industry, competitors, and their target market to determine search habits and geographical presence. From our research we **developed a series of branded and non-branded ad groups** whose ads spoke to the client's target market.

We also found that their **top competitor was not running text ad campaigns**, meaning they were not bidding on their inexpensive branded terms. We **built a campaign focused on their competitor's branded terms** with the idea that searchers would click our text ad and would be added to our remarketing list.

We had the owners of the company develop unique, life-style focused banner ads to then be shown to visitors that had not converted.



THE RESULTS



**77% INCREASE
IN TRANSACTIONS**



**152% INCREASE
IN REVENUE**



**114% INCREASE
IN VISITORS**