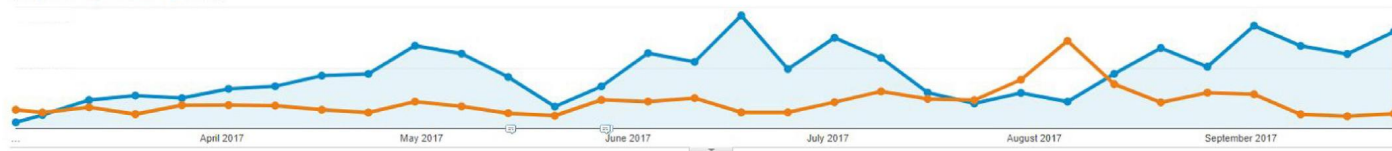


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THE DATA DO  
THE TALKING



Al's Sporting Goods, with two brick & mortar locations in Orem and Logan, Utah, wanted to increase online sales through their PPC campaigns. After making the decision to partner with Utah Digital Services, Al's experienced a 113% increase in PPC revenue and a 100% increase in overall revenue year over year.

Mar 1, 2017 - Sep 30, 2017: ● Revenue  
Mar 1, 2016 - Sep 30, 2016: ● Revenue



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## CHALLENGE

- Expansive inventory of over 200,000 products which constantly change and revolve, plus many are sold direct through brands such as Patagonia, North Face, Nike etc.
- Low PPC budget compared to larger, national online retail competitors.
- Small in-house staff spread thin managing website, Bing ads and Google AdWords PPC campaigns.
- Even though staff spent a considerable amount of time, ROAS (that's what we digital folks call Return On Ad Spend), plateau'd at 4:1

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## METHOD/SOLUTION

- Optimize campaigns to promote products with highest margin.
- Eliminated lower margin products from expensive bids.
- Shifted strategy from transaction volume (amount of conversions) to transaction value.
- Set bidding parameters to maximize visibility without overspending to compete with the stronger brands.

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## RESULTS

- ROAS increased from 4:1 to 11:1, with peaks of 20:1 during the holiday season
- Transactions increased by 90%, and conversions (100%) and revenue (108%) doubled year over year.
- Optimizing the Audience: Time on Site increased from 1:35 to 2:19 by eliminating much of the underperforming user traffic.
- Professional management costs were quickly offset, maximizing revenue.
- Staff time is freed up to focus on their areas of expertise and necessity: help customers, stock shelves, fulfill orders, etc.



### Historical Revenue (Since November 15 2015 - Beginning of Website Tracking)

Oct 23, 2016 - Sep 30, 2017: Revenue  
Nov 15, 2015 - Oct 22, 2016: Revenue



### Ecommerce Conversion Rate 2017 v 2016

Mar 1, 2017 - Sep 30, 2017: Ecommerce Conversion Rate  
Mar 1, 2016 - Sep 30, 2016: Ecommerce Conversion Rate

