MARKETING OMNI
Professional Real Estate Marketing Solutions

MULTI-CHANNEL CASE STUDY

The following case study outlines the outcome of a multifaceted digital marketing campaign for a national e-commerce brand in the health and wellness industry. Here are the results after a 6-month campaign.

SUMMARY
The client had poor conversions, no purchases from Facebook, cost per click and engagement on their ads. They also needed help creating funnels and audiences that maximize the revenue and campaign and keep users engaged with the brand.

SOCIAL MEDIA

492.59%

We created new audiences, new funnel paths and new retargeting campaign and it improved the campaigns ROI significantly. The new audiences were specifically targeted using research-based interests and site activity, The funnel paths were optimized based on purchase history and the client's knowledge of their business. We optimized retargeting ads to focus on the most interested users that did not convert. The result was $2,700 in ad spend resulting in over $16,000 in revenue!!

SEO

20.22%
Increase In Organic Revenue

We ran monthly backlink audits and cleanups to help keep their site linked to appropriate sources rather than toxic domains. We also conducted monthly 404 error audits and implemented correct redirects for their products and pages.

We optimized their tester product title tags and meta descriptions to increase conversions.

PAID SEARCH

$44,500
Attributed Revenue from PPC

When this ecommerce store started with our agency, they were experiencing a high cost per conversion of $32.46, with an average order value of $167.22. The AdRoll account had healthy conversion activity, averaging 2-300 conversions monthly with a ROAS of 5.2x. They were not doing any active feed management, nor were they regularly testing ad copy and ad creative.

After implementing 60 days of optimization, setting up a regular AB testing workflow, working on feeds and changing creative, we attained their best month of KPIs of the year. The CPA sat at $21.78, ROAS is 5.9x, and attributed revenue was at $44,499.79

Ready to see these results for your business?