



REEF Increases Their New Customer Transactions from Google Shopping by +425%

REEF was founded in 1984 by Fernando and Santiago Aguerre, entrepreneur brothers from South America with a love for surf, travel, adventure, and a passion to create a high-quality active lifestyle sandal. Now 30 years later, the company is the global surf lifestyle leader. REEF draws on the spirit of the globe-trotter & adventure seeker to offer casual lifestyle footwear for men and women, as well as apparel for men that combine function and fashion for the outdoor-minded consumer.



REEF teamed up with CPC Strategy to acquire new customers through Google Shopping

Overview

REEF joined CPC Strategy in February 2016 with the objective of acquiring new customers, increasing reef.com e-commerce revenue, and improving brand awareness.



REEF's Primary Goals

New Customer Acquisition



Revenue Growth





The Results

Period Analyzed: (6/1/2016 - 2/28/17) vs. (6/1/15- 2/28/16)

*6/1/16 is when CPC Strategy switched to their ISO™ strategy

+ 263%

Increased YoY Google Shopping Conversions

+ 424%

Increased YoY New User Transactions From Google Shopping

+ 245%

Increased YoY Google Shopping Revenue



Goal 2: **Increase Sales Revenue**

In addition to expanding to new customers, REEF was also faced with an aggressive revenue goal. In our experience, we've seen significant success with device and brand segmentation. What this means is we were able to segment by device (mobile vs. desktop) and brand vs. non-branded search terms.

By segmenting campaigns this way, REEF was not only able to see how their brand vs. non-branded campaigns were performing, but also how to segment their budget accordingly rather than blanket bidding across all devices.

Goal 3: **Improve Brand Uplift**

A secondary effect to new customer acquisition and revenue growth was an improvement in brand uplift. Brand uplift is an increase in the interaction with a brand as a result of an advertising campaign, and is primarily used to identify a positive shift in customer awareness and perception. Retailers use brand uplift strategies to build up their presence in the market.

Overall transactions were up 46.84% YOY, which serves as a testament to REEF's increased focus on non-branded traffic and upper funnel efforts. By optimizing their Google Shopping efforts we were able to combine prospecting, new customer acquisition, and brand building all into one effort, which allowed REEF to grow revenue with minimal loss in ROAS efficiency.

