



ONLINE ETAILER SEES
1219%
INCREASE IN WEB REVENUE

CHALLENGE

Industry West, an online retailer of modern furniture designs for individual and commercial clients, struggled to see a return on investment from their search engine marketing efforts, which they primarily handled internally for six months. Being an online e-commerce company in a highly competitive industry, Industry West needed to see a strong return on its marketing dollars.

With search engine marketing vital to growing its business, Industry West turned to DOM.



SOLUTION

DOM developed a two-stepped approach to reach Industry West's campaign goals of increasing the return on its ad spend and driving new traffic to its website. We first leveraged historical performance data to completely rebuild its Google AdWords search campaigns, optimizing each tactic to reach both potential commercial and residential clients. We next implemented a multi-pronged strategy to create more touch points along the customer journey, from discovery to purchase.

With PPC search campaigns revamped, DOM created a full suite of offerings to help break through the clutter. Within Google, DOM added shopping ads, display campaigns, retargeting, to the account, while optimizing all efforts daily to drive traffic to the website and increase Industry West's e-commerce sales.

DOM rounded out Industry West's digital advertising efforts by engaging other platforms like Bing Ads and SteelHouse for search, shopping, and retargeting.

RESULTS

As a result of DOM's efforts, Industry West quickly saw positive results with a 316% increase in the number of conversions relative to the prior ad spend amount. The campaign also improved other conversion rate metrics, with a 54% increase in conversions and a 77% decrease in the cost-per-conversion.

Due to continued campaign success, Industry West invested a portion of its increased sales back into digital advertising. To date, the slowest revenue months now drive income 2.5x higher than any previous campaign performance year-over-year.



BY THE NUMBERS

1219%

WEB REVENUE

316%

INCREASE IN CONVERSIONS

77%

DECREASE IN COST PER CONVERSION

54%

INCREASE IN AVERAGE ORDER VALUE