



HOW DYLAN'S CANDY BAR USED NEW ADVERTISING CHANNELS TO GROW SEASONAL REVENUE

CASE STUDY: PAID SEARCH, E-COMMERCE

GOAL

Before Perfect Search started working with Dylan's Candy Bar, their Google Ads strategy included a few branded campaigns and two small Easter campaigns with fewer than 200 views. Since Easter is one of their busiest seasons, they wanted to increase e-commerce revenue through new, targeted digital marketing efforts.

OUR STRATEGY

We created non-branded and branded Google Ads campaigns for the Easter season. Our creative team put together Easter-specific copy for each ad.

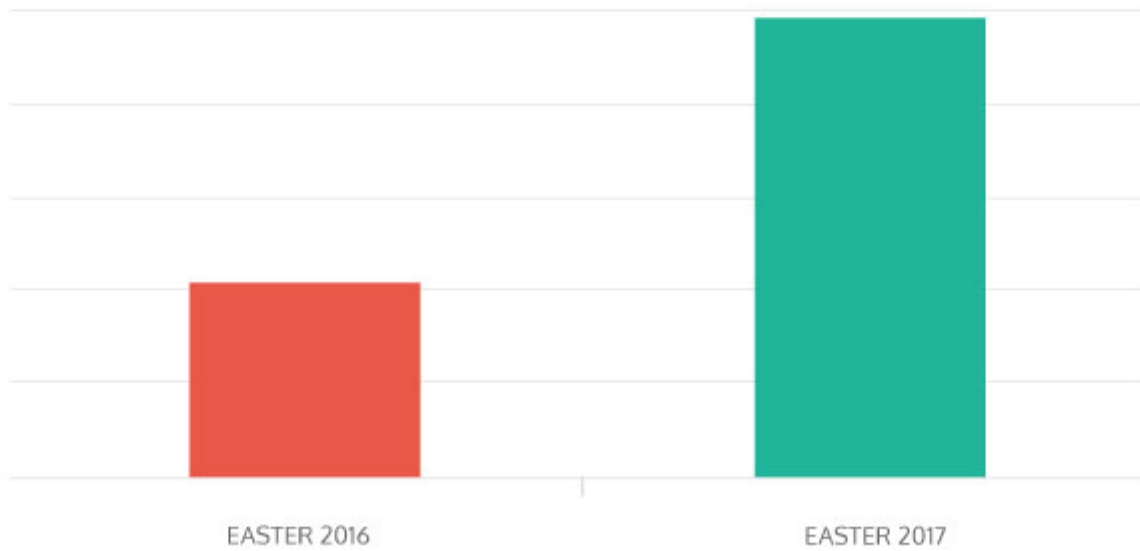
Perfect Search implemented remarketing campaigns throughout the Google Display Network. We targeted past buyers, people with Dylan's Candy Bar Accounts, cart abandoners, and people who dropped off at the shipping page. Our remarketing campaign ran responsive ad formats and promoted a 20% off promotion code.

In addition to search and remarketing, our team created and managed new Dylan's Candy Bar Google Shopping feed. The new Shopping campaign was segmented to focus on the top 100 selling products, but it covered all 1,189 products.

RESULTS

14.02% INCREASE IN YOY TOTAL REVENUE

YOY TOTAL REVENUE



69.29% INCREASE IN YOY CLICKS FROM 13,175 TO 22,304

8.16% INCREASE IN YOY PURCHASES