



HOW TRACKSMITH MAXIMIZED REVENUE WHILE MAINTAINING A SET ROAS

CASE STUDY: PAID SEARCH, SOCIAL MEDIA ADVERTISING, E-COMMERCE

GOAL



Tracksmith wanted to maximize revenue while maintaining a set ROAS of \$4.

OUR STRATEGY

Launched highly segmented non-branded search campaigns to reach new potential customers with brand and product messaging

Retargeted visitors, cart abandoners, and engaged users through the Google Display Network, as well as video viewers and page followers on Facebook in order to increase revenue from already engaged users

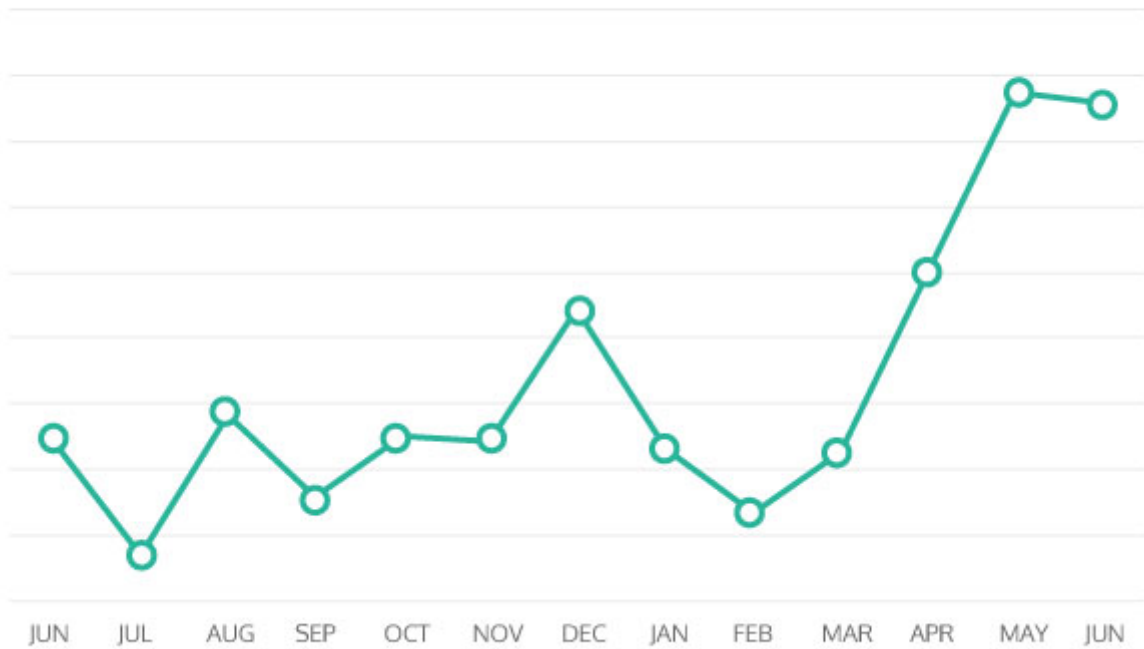
Improved ad creative to focus on the most valuable products and improve user experience

Highlighted products that were new, on sale, or in season in the Facebook carousel ad format, which allowed users to visit specific product pages and easily purchase

RESULTS

210.61% INCREASE IN REVENUE

YOY JUNE REVENUE



189.51% INCREASE IN TRANSACTIONS

79.20% DECREASE IN COST PER TRANSACTION

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