

# PPC POWER PLAY = E-COMMERCE STARTUP SUCCESS

## ABOUT PRO STOCK HOCKEY

Pro Stock Hockey is a new e-commerce business, selling pro stock NHL hockey equipment throughout North America. The firm — now firmly established as an industry leader — retained Straight North to efficiently drive e-commerce revenue.



## STRATEGY

- Strategy Adjust and optimize campaigns to meet return on ad spend (ROAS) goals while driving steady revenue.
- Take advantage of unique promotional offers to maintain competitive edge.
- Adjust scope and style of campaign with hockey seasonality in mind.

## KEY TACTICS

- Improved ROAS by pausing underperforming keywords.
- Worked closely with client to promote its inventory and used its seasonal marketing calendar to update ads and adjust campaign budgets.
- Worked with client to get a product list ad (PLA) campaign up and running to increase its reach, while maintaining a positive ROAS.

## RESULTS

### ROAS: GOAL!

Our campaign produced ROAS of 524.80 percent.

### REVENUE: GOAL!

Our campaign generated a total revenue increase of 1,887.92 percent — crucial for Pro Stock Hockey's ramp up success.

## AMAZING FACT

### TRANSACTIONS: GOAL!

Along with the significant revenue increase, the PPC campaign produced a 2,250 percent increase in transactions, vitally important for building a broad customer base.

"I'll admit when we opened the doors, the shipping department personnel had lots of time on their hands. Now, we can barely keep up, which is great. The Straight North PPC campaign had a lot to do with the rapid transformation. Thank you!"

Shawn O'Connell, Operations Manager  
PRO STOCK HOCKEY



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Make every click count.®