

PPC Power Play = E-commerce Start-up Success

LARGEST ONLINE RETAILER OF PRO STOCK HOCKEY STICKS AND GEAR



“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. Our online ad campaign had a lot to do with the rapid transformation!”

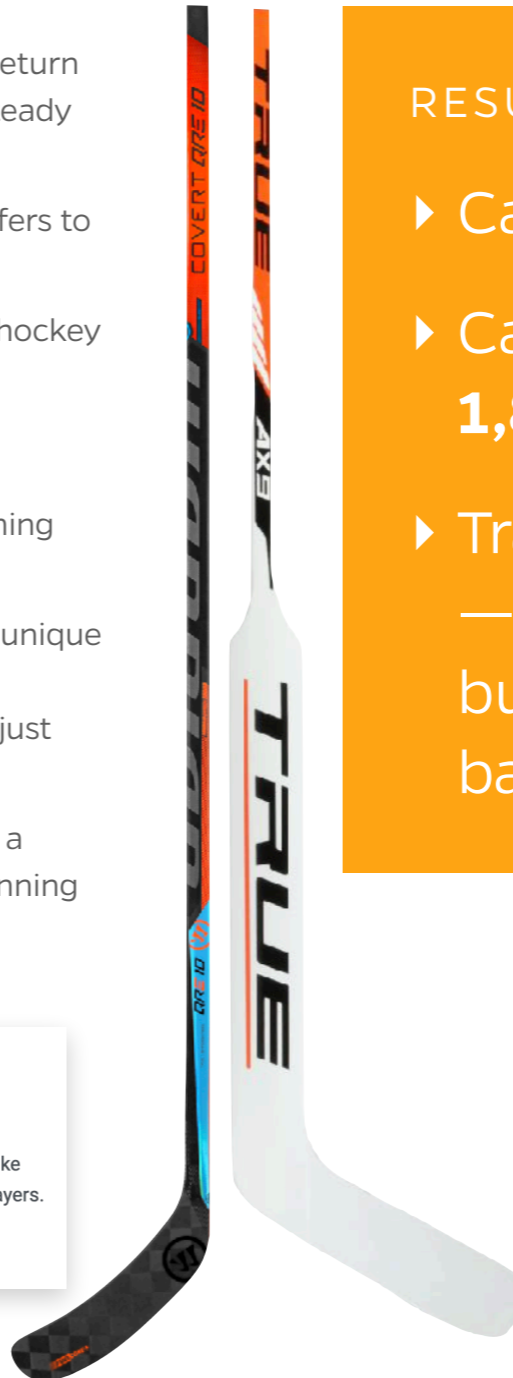
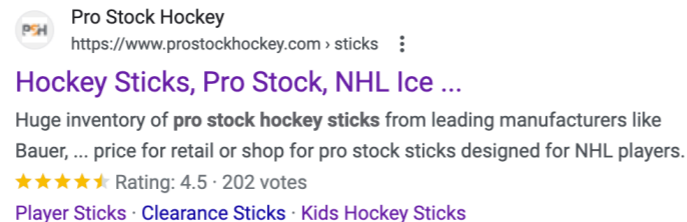
SHAWN O’CONNELL
OPERATIONS MANAGER

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 unique inventory and capitalized on the seasonal marketing calendar to update ads and adjust campaign budgets.
- ▶ Worked with ProStockHockey.com to get a product list ad (PLA) campaign up and running to increase its reach, while maintaining a positive ROAS.



RESULTS

- ▶ Campaign ROAS **up 525%**
- ▶ Campaign revenue **up 1,888%**
- ▶ Transactions **up 2,250%** — Vitally important for building a broad customer base.



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