

CASE STUDY

AL'S SPORTING GOODS

Al's Sporting Goods, with two brick and mortar locations in Orem and Logan, Utah, wanted to increase online sales through their PPC campaigns. After making the decision to partner with Number Six, Al's experienced a 113% increase in PPC revenue and a 100% increase in overall revenue year over year.

113%

increase in PPC revenue

WE LET THE DATA DO THE TALKING

CHALLENGE

AI's expansive inventory of over 200,000 products constantly changes and revolves, and many items are sold direct through brands such as Patagonia, North Face, Nike, etc. They also have a low PPC budget in comparison to larger, national online retail competitors, and their small, in-house staff is spread thin managing the website, Bing ads and Google AdWords PPC campaigns. Even though staff spent a considerable amount of time optimizing, their Return on Ad Spend (ROAS) plateaued at 4:1.

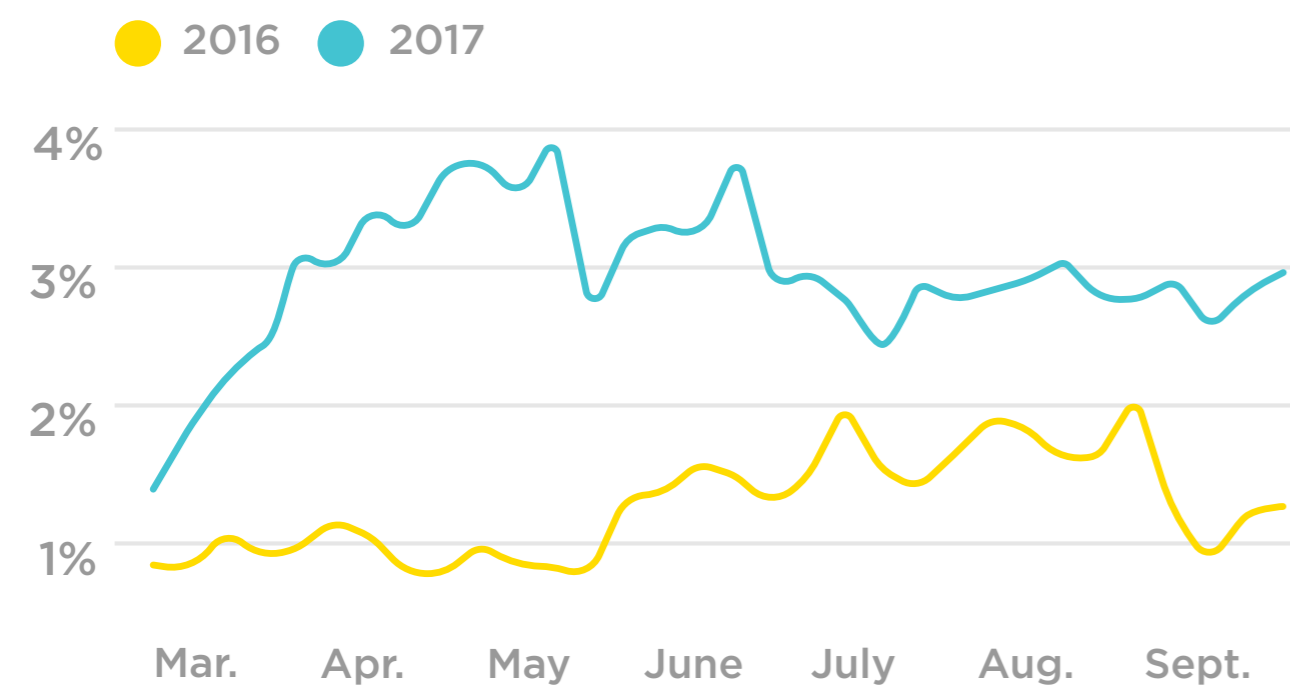
SOLUTION

- We optimized campaigns to promote products with the highest margin.
- We eliminated lower margin products from expensive bids.
- Our team shifted the strategy from transaction volume (amount of conversions) to transaction value (qualified leads).
- We set bidding parameters to maximize visibility without overspending to compete with the stronger brands.

RESULTS

ROAS increased from 4:1 to 11:1, with peaks of 20:1 during the holiday season. Transactions increased by 90%, and conversions (100%) and revenue (108%) doubled year over year. Time on site increased from 1:35 to 2:19 by eliminating much of the underperforming user traffic. Professional management costs were quickly offset, maximizing revenue, and staff were freed up to focus on their areas of expertise and necessity: helping customers, stocking shelves, fulfilling orders, etc.

ECOMMERCE CONVERSION RATE



POWER OF PARTNERSHIP

We may not be sporting goods experts, but we are digital experts. We were able to increase AI's online sales and revenue, allowing staff to focus their efforts and expertise on growing their business. We'd love to do the same for you.