

A BULLETPROOF SHOPPING STRATEGY

Category: Best Low Budget Campaign

THE CLIENT

Operating out of Royersford, Pennsylvania, Body Armor Megastore (B.A.M) offers a selection of vests, backpack armor, spall armor, and other non-firearm accessories, catering to the protective needs of their customer base, which spans across the entire country.



THE STRATEGY

In order to significantly increase sales online, the client's eCommerce campaign required a customized automated bidding model to more accurately reach the target audience.

Furthermore, we formulated a comprehensive online attribution and automation strategy which paired together to offer invaluable insight into the conversion metrics of the untapped customer demographics which the client sought to connect with.

This process involved utilizing similar audiences and optimized audience lists to attract new customers based on their similarities to current users and push retargeting ads to past non-converting site visitors.

In addition to setting ideal audience objectives, our team implemented a time-decay attribution model, which offered a refined look into how B.A.M's conversion performance spanned over their customers' entire eCommerce shopping experience. By analyzing the time-decay attribution results, we were able to accredit those who converted immediately, without neglecting the users who may have taken a bit

longer to make a purchase, thus tracking the customer's path from the first touch point to the conversion.

After analyzing the data collected through these various audience identification and attribution strategies, our SEM specialists were able to implement a standard shopping strategy with enhanced CPC (eCPC), allowing Google's algorithms to take the proverbial wheel and automatically direct bidding aggression to those likelier to convert. This ensured that the client's limited PPC budget, as well as our team's efforts and resources were invested cost-effectively. Once we had enough data to identify the audience demographics most likely to make a purchase, our marketing strategists sought to pause the client's eCPC automated bidding model and employ a maximize conversions strategy leading into March 2019.



Before we could effectively use the maximize conversions strategy via Google Smart Shopping, our team:

- Implemented conversion tracking to gather a sufficient amount of quantitative conversion data which was imported directly from Google Analytics
- Added a global site tag to the website to track results across multiple platforms
- Consolidated shopping campaigns since Smart Shopping would render the client's standard shopping campaign to be ineffective

Once the Smart Shopping campaign launched, our team paused out the standard shopping campaign and allowed Google's algorithms to chop off the top of the sales funnel, automatically optimizing the bidding process by marketing to a further refined set of users.

THE OUTCOME

Implementing automated bidding strategies in March 2019 alone had staggering results:

The initial Standard Shopping campaign garnered a 16 to 1 ROAS (seen below as Conversion value/cost) while the Smart Shopping campaign earned a 45 to 1 ROAS.

Comparing Q1 2018 to Q2 2019

- ROAS rose from \$31,598.29 (or 17:1) to \$50,601.46 (or 27:1)
- Conversions increased 64% from 287 to 471.25
- Cost/conversion dropped 41% from \$8.65 to \$5.13
- Profit margin rose 21.5% from \$11,150 to \$13,544
- Conversion value rose 17% from \$34,080 to \$39,903
- Conv. value / cost jumped 20% from \$13.73 to \$16.51

When our team analyzed both the Standard and Smart Shopping campaign results within the year-over-year timeframe in question, we were satisfied by improvements across the board. However, there were certain outliers that didn't fit the growth trends. This required our team to dig deeper into the anomalous data points. Taking a closer look, pinpointing the exact dates where there was an unsuspected, major spike in traffic, we unfortunately discovered that the statistical outliers fell on the dates immediately following mass shooting tragedies in the U.S.

Though this realization was both grim and unsettling in nature, it offered valuable insight regarding how the quality of our team's work has serious real world implications — not only in terms of the client's eCommerce success but more importantly, helping people find the protective gear that could make the literal difference between life and death.



64%
INCREASE IN
CONVERSIONS



41%
DECREASE IN COST
PER CONVERSION



22%
INCREASE IN
PROFIT MARGIN