



Sports Equipment Retailer Increases ROAS 130%

Client

Monkey Sports is a sports equipment retailer who sells products in retail stores and online.

Situation

Monkey Sports came to Vertical Rail because they needed shopping experts that could expand their sales across multiple channels including Google Shopping, Google AdWords and Bing Shopping. They wanted a new strategy to strengthen awareness for their brand and improve seasonal and year-round B2C and B2B sales. We combined their strong brand with a well-thought out advertising strategy on Google Shopping to boost their online sales while focusing on improving return-on-ad-spend.

Approach

We rebuilt the structure of their campaigns to focus on keeping cost per conversion low. While control of keyword targeting is limited with Google Shopping, this campaign structure ensures that ads show at an appropriate CPC, leading to a profitable CPA and improved ROAS. We employed an extensive sku-by-sku DFO strategy across their Google Shopping account to target product listing ads for appropriate long-tail search queries. This optimization strategy worked in tandem with the new account structure to increase visibility and decrease wasted ad spend.

Results

Conversion rates increased by 79% while costs decreased by 50%. This resulted in an ROAS increase of 132%.