

CASE STUDY



PinMart Implements a Multi-Channel Approach for Improved Traffic, Sales, Revenue & Loyalty

PinMart

Channels



Search, Social,
Shopping, SEO

Industry



Accessories &
Collectibles

Target/Goal



Full-Funnel
Multi-Channel
Customer
Engagement

The Situation

Built on a foundation more than 55 years in the making, PinMart has been producing custom lapel pins and thousands of new products since 1999. Today, they are the number one online provider of fashion-forward and trendsetting designs of in-stock or custom-made wearable emblems or insignias.

With the majority of today's shoppers starting their product searches online, PinMart wanted to **reach consumers on all devices, at every point in their buyer's journey**. So in 2016, looking for new ways to create awareness for their products among consumers, they joined forces with ROI Revolution to build out a multi-channel strategy that would engage customers at every touchpoint.



Opportunity Identified

With the goal to reach new customers by expanding overall visibility, PinMart turned to ROI Revolution to run campaigns across search, shopping, display, and social media. To achieve a **unified brand experience**, the team focused their efforts on telling a compelling story at every touchpoint. They promoted cohesive messaging and awareness promotions for Breast Cancer and Veteran's Day, enhancing the brand across a multi-channel advertising campaign that offered **more engaging digital media** than traditional online ads.

Our Expertise in Action

Mobile-Forward Shift:

After analyzing PinMart's account, the ROI team determined that **mobile made up roughly 40% of their overall traffic**. To capitalize on this subset of their audience, the team **loosened mobile bid modifiers** on their most profitable

keywords, looking to drive additional clicks. Additionally, the team focused on SEO optimizations such as **decreased website load times** and **higher quality images**, and also incorporated **innovative ad formats** such as Instagram/Facebook Stories.

What are bid modifiers?

Bid modifiers allow you to adjust bids for specific criteria without changing the targeting of your campaign or ad group.



Attribution:

"When PinMart joined ROI, we were on the traditional last-touch model in Google Ads and Analytics. As we've grown the account profitably and focused our efforts on new customers, we switched our Google Ads attribution model to data-driven," said Senior Paid Search Strategist, Michelle Jereb.

Key Strategies



Prospecting & Retargeting

Results



39%

Increase in Paid Traffic



18%

Revenue Growth



14%

Transaction Growth



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Our Expertise (Continued)

A **data-driven attribution model** allowed the team to optimize for keywords that drove conversions at different points in the sales funnel. By leveraging our proprietary GATE technology (a first-touch attribution custom script) in Google Analytics, the team identified opportunities that were driving initial interaction with PinMart, so they could continue to grow their customer base.

With access to Facebook's click and view-through attribution model, the team could use **people-based** and **cross-device measurement** to monitor conversions and revenue, resulting in better insight to Facebook's upper-funnel channel value. Now, equipped with both models, the team **cross-analyzed Facebook & Google Analytics** performance. This enabled the team to not only monitor attribution, but also determine the effectiveness of cross-channel collaboration through a full-funnel lens.

What is people-based measurement?

The steps people take leading up to a conversion or shift in brand opinion after seeing an ad.



Custom Technology Used:



Google Analytics
script enhancements
for reliable tracking



Shopping product
data management
platform

New Customer Acquisition:

In order to capture consumers at all stages, the team needed to increase the brand's exposure across all channels. To support this effort, keyword coverage expanded, bulk orders increased, and product titles were optimized. Additionally, **dynamic retargeting** and **conversion optimizing campaigns** were employed for new customer conversions. The team improved their **social reach** and unique impression share by marrying aggressive branding with lower funnel campaigns, and created **SEO content** that focused on high volume keywords to boost PinMart's organic performance. Lastly, the team leveraged remarketing and shopping ads to re-engage customers.

Results Achieved

ROI Revolution started applying its new multi-channel strategy to PinMart's account in mid-2017, influencing their strongest Veteran's Day performance to date in November 2018. The brand garnered **long-term visibility and growth** with a 14% increase in transaction volume year-over-year (YoY), and increased overall revenue by 18%. With a **stronger branded presence**, PinMart.com saw new user visits increase from the previous year by 19%, with a 37% increase in paid traffic, and an 19% increase in organic.

"[Our brand's growth] is because of the ROI Revolution team's **unified collaboration amongst all traffic channels** that allows for direct focus and success across the board."



Josie Divizio

Marketing Manager at PinMart