

# CASE STUDY



## Sporting Goods Retailer Drives 250% Revenue Growth through Bing Shopping

### Channel



Bing Shopping

### Industry



Sports & Gaming

### Target/Goal



Profitable  
Revenue Growth

### Tech Utilized



## The Situation

One of ROI Revolution's clients in the sports and game supplies industry is a family-owned retailer that started as a husband and wife operation. The company now has an extensive network of suppliers, employees, and a massive warehouse. In 2011, They were named to the IR Top 1000.

## Opportunity Identified

For years, their company focused on internal marketing efforts to expand their business, but were looking to grow at a more pronounced rate. They turned to ROI Revolution as a partner to cultivate a strong online presence and reinvigorate their Shopping campaigns. With a solid product line and an efficient, user-friendly website, ROI was confident the client could leverage Bing Shopping to their advantage and incrementally grow their business.

## The Challenge: Lack of Campaign Structure

When ROI Revolution came on board, the client's account structure was in stasis. Their original campaigns were using only a single ad group and targeting all products with a single bid. With a catalog of over 4,000 unique items, this strategy was restricting their growth potential and causing a great deal of wasted ad spend.

## Our Expertise in Action

After an initial account analysis, it became readily apparent that segmentation into several new campaigns was step one. The ROI Revolution team started by separating out different product types such as pool cues, pool tables, and accessories into unique Shopping campaigns.

Campaign	Clicks ②	Impr. ②	CTR ②	Avg. CPC ②	Spend ②	Avg. pos. ②	Conv. ②	CPA ②	Revenue ②	Return on ad spend ②
(ROI) Shopping - Pool Cues by Brand (NEW)	818	75,167	1.09%	0.43	353.61	1.80	15	23.57	7,499.84	2,120.94%
(ROI) Shopping - Pool Tables (NEW)	262	23,067	1.14%	1.10	287.82	3.46	1	287.82	2,994.00	1,040.23%
(ROI) Shopping - Pool Table Accessories (NEW)	355	21,335	1.66%	0.43	152.66	3.11	10	15.27	974.03	638.04%
(ROI) Shopping - Pool Cue Accessories (NEW)	248	15,124	1.64%	0.38	93.37	2.54	9	10.37	592.58	634.66%
Shopping Campaign	375	40,303	0.93%	0.16	60.16	2.46	8	7.52	259.35	431.10%
(ROI) Shopping - Darts (NEW)	79	5,394	1.46%	0.37	29.52	2.92	0	0.00	0.00	0.00%

Products are broken out into distinct ad campaigns to improve overall revenue and ROAS.

## Results



# 9 of 11

Months with  
YoY Revenue  
Growth



# 250%

Revenue Growth  
in Q1-Q2 YoY



# 2,119%

YoY Revenue  
Growth in Jan.  
'16 vs. '17

## Our Expertise in Action

By creating unique ad groups, it was easier to track products on a granular level. This led to a more controlled bidding strategy, as ROI analysts were able to create specific device bid modifiers for each campaign based on device performance.

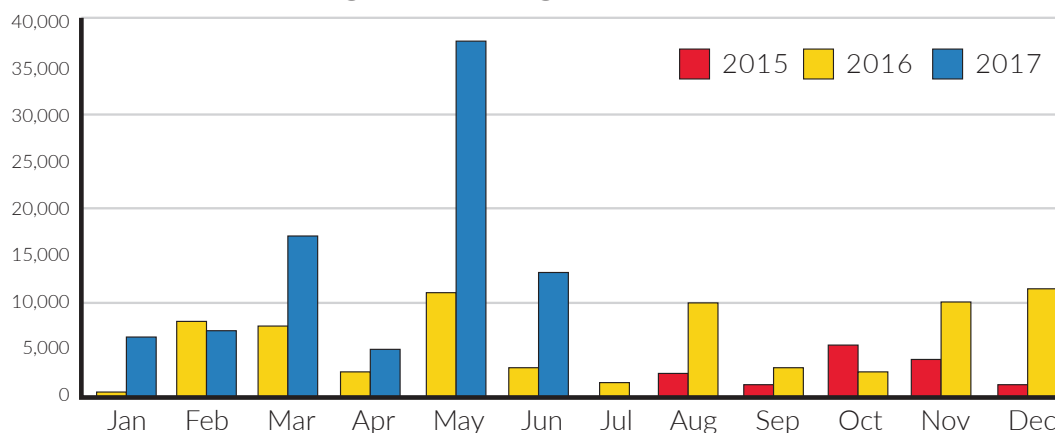
Our team was also able to leverage EDGE, our proprietary technology, which allows us to take organized data from a product feed and automatically builds out an account structure. This software helped the team build out the segmented product categories and turn them into ad groups in order to better control bids and search queries. This allowed the ROI team to maximize sales efficiently while greatly reducing wasted ad spend.

## Results Achieved

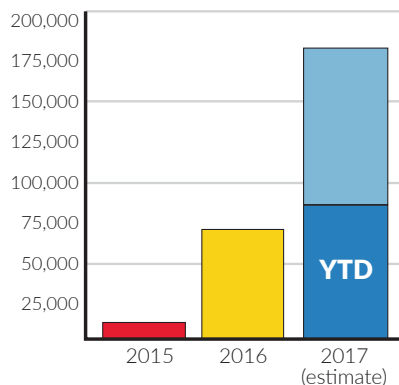
ROI Revolution took over the account in August of 2016. With new segmented campaigns in place, there was an immediate lift in Bing Shopping revenue. Year-over-Year gains have occurred in **nine of the last 11 months**, culminating in a Q1-Q2 increase of more than **250% revenue growth** compared to 2016. The first five months of 2017 have already seen **more revenue than the entirety of 2016!**

These numbers have been achieved with a linear increase in overall ad spend, exhibiting a solid return on investment and increased profits for Shopping campaigns.

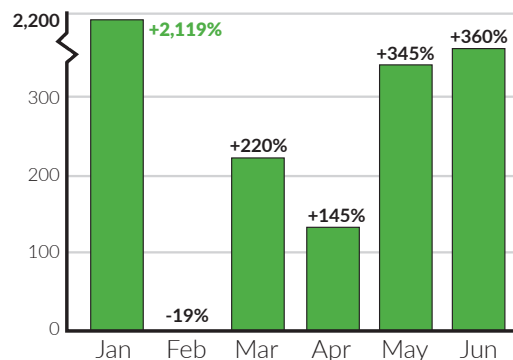
### Bing Shopping Ad Revenue (\$)



### Bing Shopping Ad Revenue (\$)



### Bing Shopping '16-'17 YoY Revenue Growth (%)



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