

CASE STUDY



Home Appliance Retailer Grows Revenue 130% with Bing Shopping

Channel



Bing Shopping

Industry



Home Appliances

Target/Goal



Increased Net Profit

Tech Utilized



The Situation

One of ROI Revolution's clients, an online retailer of products for bath, kitchen, and home, was looking to grow their ecommerce revenue. With a huge product catalogue and one of the fastest growing businesses in America, there was immediate opportunity to optimize their digital advertising strategy.

Opportunity Identified

As an online-only retailer, they were continually looking to expand their presence in the competitive Home Appliances industry. In 2012, they partnered with ROI Revolution in order to grow their online sales.

After analyzing the account, ROI analysts saw an opportunity for long term growth in Bing Shopping to increase revenue and improve conversions. With a focus on long term success as opposed to quick wins, the team was dedicated to continuous improvement. They saw tremendous opportunity with this account to see solid, ongoing growth.

The Challenge: Lack of Campaign Structure to Scale

The initial roadblock to continued growth and profitability was their account structure. What had been successful could no longer scale and ROI was the key to the transition.

Initially, their account had just a single category campaign, which made it difficult to track the best performing products or groups of products. This left the campaign "in the dark", since the reporting was not specific enough to profitably grow their goal KPIs.

Our Expertise in Action

After an initial account analysis, the first step was to focus on a more elaborate account structure with multiple campaigns for different product categories. ROI analysts broke down the entire product catalog into campaign themes and segmented accordingly. They weren't looking for a quick win, as restructuring has the potential to set an account back in the short run, but will be extremely valuable for long term growth.

Additionally, the ad copy for each of these groups was customized and tailored to the specific products to maximize the effectiveness of the ads and ensure the highest possible clickthrough rate (CTR).

Results



37%

YoY Revenue Growth in 2016



2x

Conversion rates have nearly doubled from 2014 to present



\$1 million

Expected revenue in 2017*

*all time account record



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Our Expertise (Continued)

Once the structure was in place, the focus turned to a goal of more conversions and bottom-line revenue. For this, our analysts turned to **ARCS**, an ROI proprietary technology tool. ARCS is able to communicate directly with BingAds and Google Analytics to quickly pull and format reports for analysis. Our clients crave this analysis, as it promotes long term account growth.

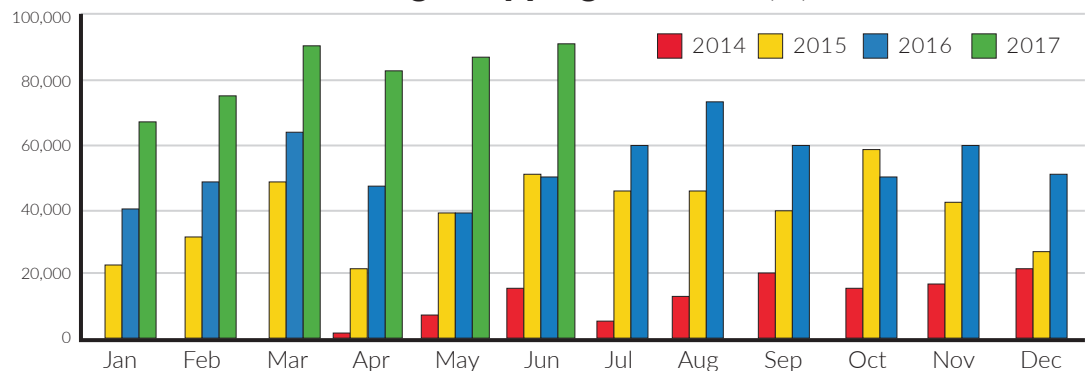
In this case, granular data on total conversion value was quickly accumulated, something that isn't even available in Google Analytics. The data was then utilized to better understand which specific product categories were the most, and least, profitable, and bids were adjusted accordingly. Our goal is always to deliver profitable growth month over month, and this data helps us achieve that growth.

Results Achieved

ROI Revolution took over the client's account in 2012. Since that time, revenue growth has been on a consistent upswing. In 2016, revenue was up **37% year-over-year** (YoY).

So far, in 2017 revenue has increased even further, with the first six months generating **nearly 70% more revenue** as compared to last year. It's projected that Bing ad revenue will **exceed \$1 million for the first time** by the end of the year. Conversions have also seen a dramatic upswing, **nearly doubling from 2014 to present**.

Bing Shopping Revenue (\$)



Bing Shopping Conversion Rates (%)

