

MEASURE MEDIA

Campaign Case Study

MR. DAVIS

Paid Media and Conversion Optimization

CASE STUDY RESULTS

Overall Conversion Rate

~72% Improvement
~197% Mobile Improvement

Cost-Per-Conversion [Sale]

~26% Reduction

Overall Click-Through-Rate

~941% Improvement

Overall Conversion Volume

~160% Improvement

Executive Summary

Mr. Davis, a leader in premium undershirts and underwear, engaged Measure Media on October 1, 2015, in an effort to optimize the website's conversion funnel and position the company to be able to aggressively scale their consumer acquisition. Measure Media evaluated the performance of Mr. Davis over the course of the campaign through March, 2016.

Challenges

- Paid traffic campaign spends were ineffective
- Mobile conversion rates were declining

Rebuilding and Restructuring Paid Media Campaign

What Was Implemented

Measure Media analyzed the historical performance across Google paid campaign's key performance indicators to determine where the campaigns were most ineffective. By identifying negative match keyword opportunities, Measure Media was able to better define what broad match keywords were performing. Since there was only one broad match campaign running, Measure Media singled out the most opportunistic keywords into their own exact match campaign. Through aggressive bidding Measure Media was able to drastically increase average positions, thus assisting the click-through-rate improvements initially. Next, Measure Media created a comprehensive ad copy testing strategy to further improve click-through-rates.

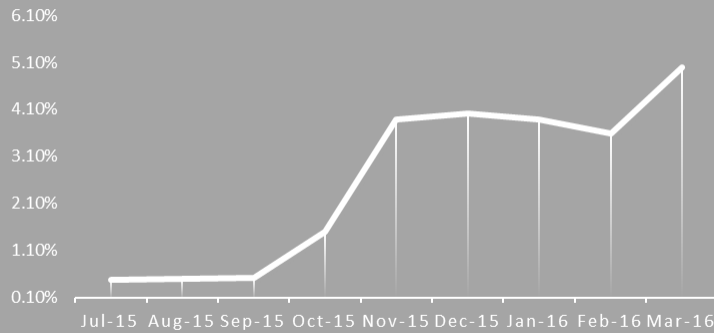
Since the campaigns were spending more effectively yet still to convert on mobile, Measure Media turned its focus to identify issues with the mobile check out path. After executing multiple testing strategies through Optimizely, Measure Media was able to increase the mobile bid adjustments. This resulted in strong growth in mobile conversions as well as further improving the desktop conversion rates of the paid efforts.

Results

Higher conversion rates across the board due to improved targeting, improved click-through-rate and conversion optimization strategies. Along with higher conversion rates, Measure Media was able to reduce cost-per-conversion and continually improve conversion volumes.

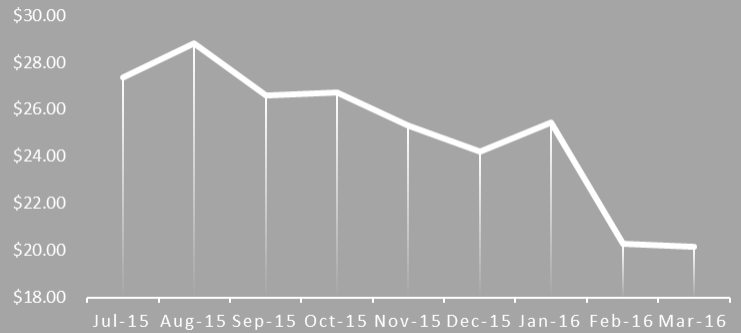
941% Improvement

CTR



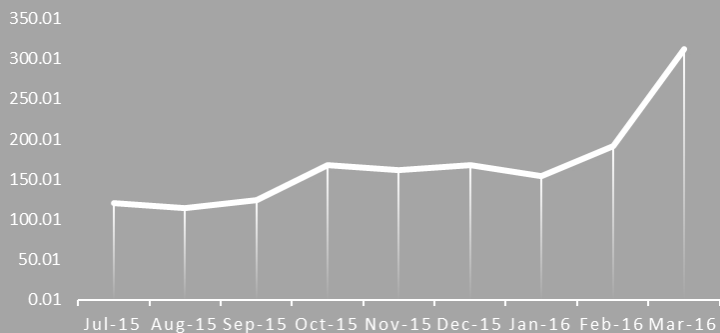
-26% Reduction

\$/CONV



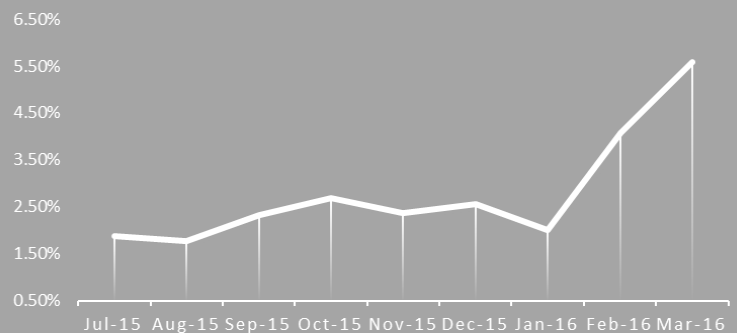
160% Improvement

CONVERSIONS



197% Improvement

MOBILE CONV %



Next Steps

Moving forward in the campaign, Measure Media will focus on building out additional exact and phrase match campaigns for high opportunity keywords. Additionally, a more aggressive testing strategy will be implemented through Optimizely to further improve conversion rates across desktop and mobile throughout the checkout process.