



CASE STUDY COLLECTION

REAL WORLD EXAMPLE:

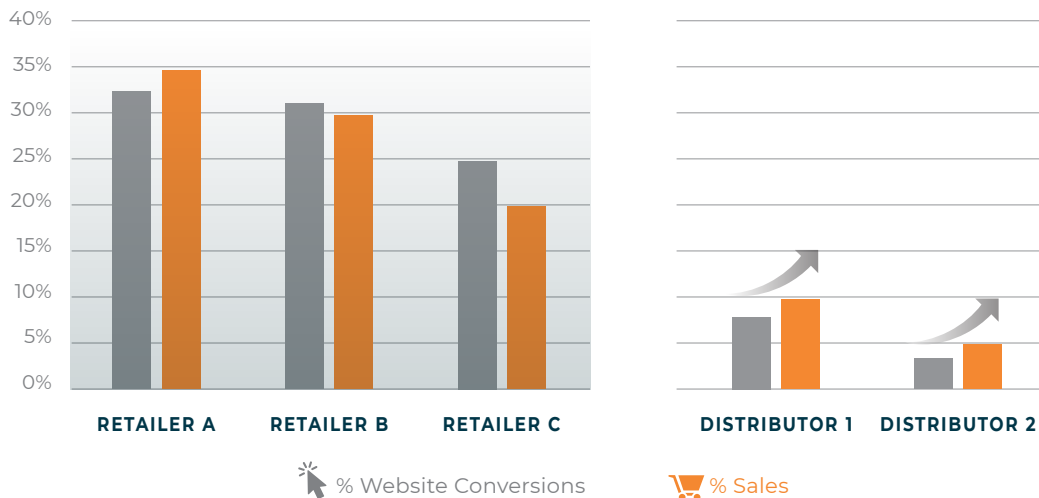
Developing Conversions Online, And Testing Your Theories

When we're working with Business to Business companies, we think about site conversions differently. While the goal is to generate sales for the items our client manufactures, our B2B clients are selling to the seller of their goods, rather than the end user. As their agency, our job is to help them generate interest and measure the effectiveness of their marketing. One of the ways we do this is by using exit links.

Using Exit Links

Our client's site offers plenty of great information on the products they manufacture. Photos, dimensions, and other details are readily available, along with where these items can be purchased. Enter the exit link: the spot where the consumer leaves the manufacturer's site to purchase the item from their preferred retailer or find a distributor who carries it.

Digital Performance vs. Sales



This graph identifies the sales volume found within each retailer, versus the percentage of times that site visitors on the manufacturer's website clicked to each of these purchase locations. Retailers A, B, and C are no surprise. These are the largest, most well-known retailers for the industry. But the smaller distributors are outselling the pace of their exit link percentage. This might indicate an opportunity ripe for some strategic marketing in those areas, using co-op to generate a stronger partnership for the brand. Or, it might represent a consumer sentiment shift from big-box to small or independent retailer. Either way, this trend is something to watch, and should be used to confirm that the marketing activities are the right ones.

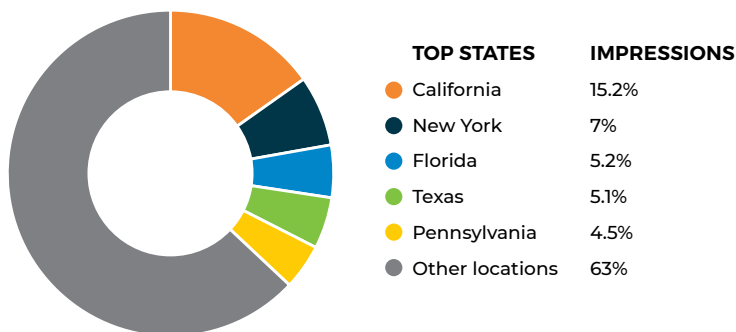


How 10 Minutes Of Research Changed Manufacturer's Product Offerings

Where did your last brilliant business idea come from? Was it an aha moment, an epiphany ... or was it from something you read or saw that sparked your idea?

Our Lawn and Garden client had been selling trellises online and in big box retail locations. These products performed satisfactorily in those retail locations, and the search volume around these items supported those sales.

Digital Campaign Performance vs. Sales



There are approximately **99,000 searches a month in the United States for Lattice/Lattice Fencing/Lattice Panels** related keywords.

Of those 99,000 searches, **37% come from the top 5 states of California, New York, Florida, Texas and Pennsylvania.**

All states in which our client has a manufacturing plant.

But what about similar products? How do they compare? With a quick review of the search volumes for "lattice," we quickly discovered that the combined search quantities were three times that of "trellis."

Our client had both the materials and the capabilities already in place to manufacture this product. With upcoming annual sales meetings, our client used our market research and data to help bolster their pitch for adding lattices to the repertoire of products carried by retailers and distributors. The jury is still out on the final outcome, but it is a shining example of how sales and marketing can align to drive strategy and key decisions.

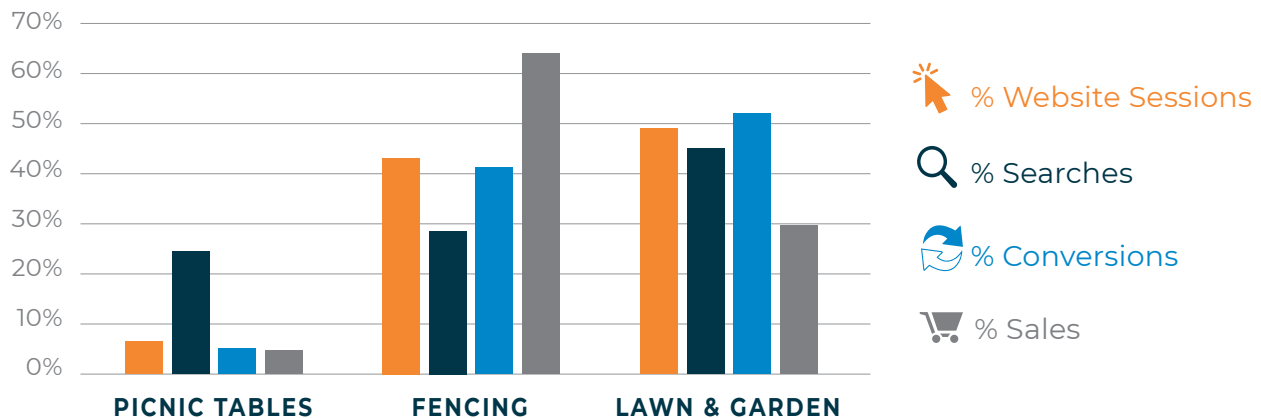
REAL WORLD EXAMPLE:

Traffic, Conversions, And Sales

What's most important: Site Traffic, Site Conversions, or Sales Dollars? Trick question. Separate but equal, each of these outcomes is inter-dependent.

Digital Campaign Performance vs. Sales

This graph shows the actual performance for three of our client's product lines.



Starting with **picnic tables**, the search volume is significant. At first glance at the search results alone, it appears this is a product collection in need of supportive advertising and additional attention. But if you look a little closer, the actual site conversions for this product are low, along with the percentage of total sales generated by picnic tables. This isn't where we should be investing our client's marketing dollars.

In contrast, the **fencing products** generated a similar amount of search volume, but accounted for a much larger share of actual conversions, site sessions (research!) and sales. In fact, for a similar search volume, the sales are more than 60% higher than that of picnic tables. This indicates that the return on the paid search investment is more than 13 times that of picnic tables. Knowing this, should we consider whether a change in the spend will increase the return percentage? Could we spend less and see similar results?

In **lawn and garden**, our spend hasn't generated the sales we'd hope to see. This might indicate that an optimization in our keywords is necessary, that our geographies should be reviewed, or that our content should be analyzed for SEO value.

What does your analysis tell you about your own business?

