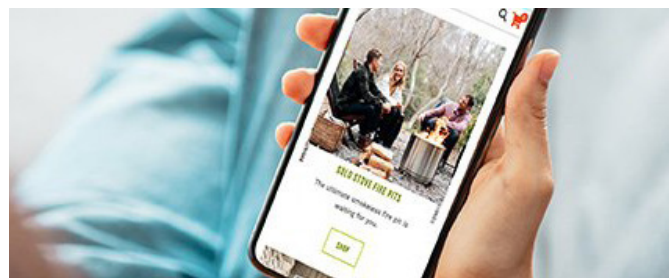


E-Comm Grows with Paid Search, Smart Shopping Campaign

Implemented offsite tracking for cart additions and checkouts, grew average sales from social media

In addition to the search and display of the past years, this year we implemented a Smart Shopping campaign through Google. Since deploying this strategy, we have seen incredible growth for the site.

Yard & Home is an e-commerce brand focused on outdoor living.



- 1/3 of customers have a brand in mind when they go shopping
- 59% of people prefer purchasing from a brand they find familiar

“ Like many fledgling brands finding their audience, Yard & Home was a perfect candidate for a combination of display and search.

Why?

For a seasoned marketer, these products are always hand-in-hand in an effective campaign. When [search strategies](#) are deployed in combination with branding efforts like display impressions, the results of both are magnified. The human psyche might register a brand's name subconsciously after 3-6 impressions, and consciously after 7 or more.

This means that when taking to Google, Yahoo

and Bing, users are more likely to use branded terms in their search, or to click search engine results from a brand they recognize. As reported by Render Forest, 1/3 of customers have a brand in mind when they go shopping. Of course, that applies to online shopping, too! 77% of customers will refer to a certain product by brand name. (“We only have Pepsi, sir. Is that okay?”) 59% of people prefer purchasing from a brand they find familiar.



Back To Yard & Home

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As the paid search grew and showed direct conversion results, we strategized how we could better assess the impact that this paid social campaign was generating. We implemented offsite tracking for cart additions and checkouts so that we could follow users that had been exposed to the ads. The next step was to then look at the average sales generated from social over the last 6 months and use that to value the offsite conversions.

In short, this strategy has created a significant lift for this brand.



PAID SEARCH SESSIONS HAVE INCREASED 180%, RESULTING IN A 2,516% INCREASE IN REVENUE.



PAID SEARCH HAS DRIVEN 38% OF THE REVENUE



ORGANIC TRAFFIC IS UP 59% WITH AN INCREASE OF 43% IN REVENUE

