

CASE STUDY



INDUSTRY < WEST

INDUSTRY WEST INCREASES CONVERSIONS BY 316%

Industry West, an etailer of modern furniture designs for individual and commercial clients, struggled for years to see a return on investment from their search engine marketing efforts.

Being an ecommerce company in a highly competitive industry, Industry West knew search was vital to growing their business and that they needed a partner who could deliver sales. In order for a new partner to build credibility, it was important that Industry West would be able to clearly see a high return on their investment.



“Being an online ecommerce company, we rely heavily on digital marketing to grow our sales. The new campaign strategy developed and executed by Direct Online Marketing has resulted in top line profitable growth that we continue to build upon with our on-going relationship.”

Ian Leslie, CMO, Industry West

OUR SOLUTION

To reach Industry West's campaign goals of increasing the return on their ad spend and to drive new traffic to their website, Direct Online Marketing (DOM) took a two step approach. First, by leveraging historical performance data, DOM rebuilt their Google AdWords account, optimizing each campaign to reach potential customers interested in purchasing furniture for either residential or commercial use. From there, DOM implemented a multi-pronged strategy to create more touch points along the potential customer's online journey, from discovery to purchase.

With Google at the center of the strategy, DOM offered a full suite of tactics to help break through the clutter. Shopping campaigns, display advertising, retargeting, and search engine optimization all worked together to drive traffic to the website, and grow Industry's West business online.

In addition to Google, DOM used other platforms for search, shopping, and retargeting campaigns to increase reach and sales.

RESULTS



77%

77% Decrease in Cost per Sale

As a result of DOM's efforts, Industry West quickly saw positive results with a 316% increase in the number of conversions per \$1,000 in ad spend. The campaign also improved conversion rate metrics, with a 54% increase in conversions and a 77% decrease in the cost per conversion.



54%

Average Order Value Up 54%

Driving traffic to the website and increasing conversions led to an average order value increase of 54%. Additionally, the slowest revenue months drive income 2.5 times higher year-over-year than any previous campaign's performance.

