

**Lauren James** is an online apparel store dedicated to recreating and selling comfortable, elegant, and classic women's outfits with a touch of Southern charm. It sells classy women's dresses, tees, shorts, and swimwear. Its target market is mainly composed of female college students in their early twenties from Southern states. Chase Handley, the company's owner, chose White Shark Media as an ally to help him improve the performance of his Google Ads search campaign. Also, he needed assistance with his shopping campaign, which represented a great struggle. He partnered with us because of the transparency of our service offerings.



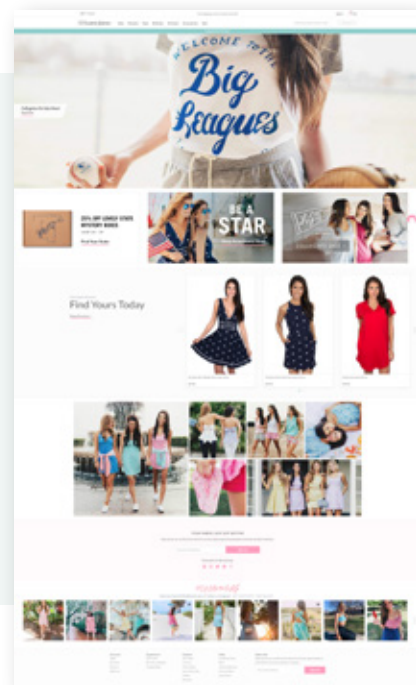
## The Challenge

Chase was running a Google Ads search campaign, which was generating results. However, he had neither the time nor the expertise to manage his Google Shopping campaigns. Also, he wanted better results. The cost per acquisition for his campaigns was rather high at \$150, which prevented him from achieving profitability from his advertising investment.

## Campaign Goals:

Our account managers teamed up with Chase to set up two realistic and achievable goals for Lauren James:

- 2) To decrease CPA on the shopping account from \$150 to \$50.
- 3) To increase the number of online sales through the Google Shopping campaigns.



# Our Solution

After setting the goals, our account managers set out to help Chase not only reach but surpass them. They created a strategy that would allow both the search and shopping campaigns to work together to reach CPA goals and drive profit.

## Search and Shopping Team Up

Lauren James's search campaign had been performing well when Chase initially came to White Shark Media. We knew we could take these positive results and use them to our advantage. We adopted the elements that had been driving results and optimized them to attain better results.

Because our client ran an ecommerce store, we knew the best tool in our toolbox was Google Shopping. In conjunction with the search campaign, it gave us a complete overview of the path to conversion. The search campaign allowed us to find new keywords as well as negative keywords to guide our product title and description optimization in our shopping campaign.

## Geo-Targeted Strategy Implementation

We decided to initiate the strategy by targeting the top converting States based on the data provided by the client's previous account. As we gathered data on consumer behavior, we expanded our target to the whole United States while keeping a particular focus on Georgia, Florida, and North Carolina.

## Subdivided Account Structure

Our account managers decided to subdivide the account into top-performing products and all products to review the performance and sales driven by all the products in the store. This was of high importance for optimization and bidding purposes. It helped our account managers optimize the accounts based on profitability to help our client reach his return on investment (ROI) goal.

## Installation

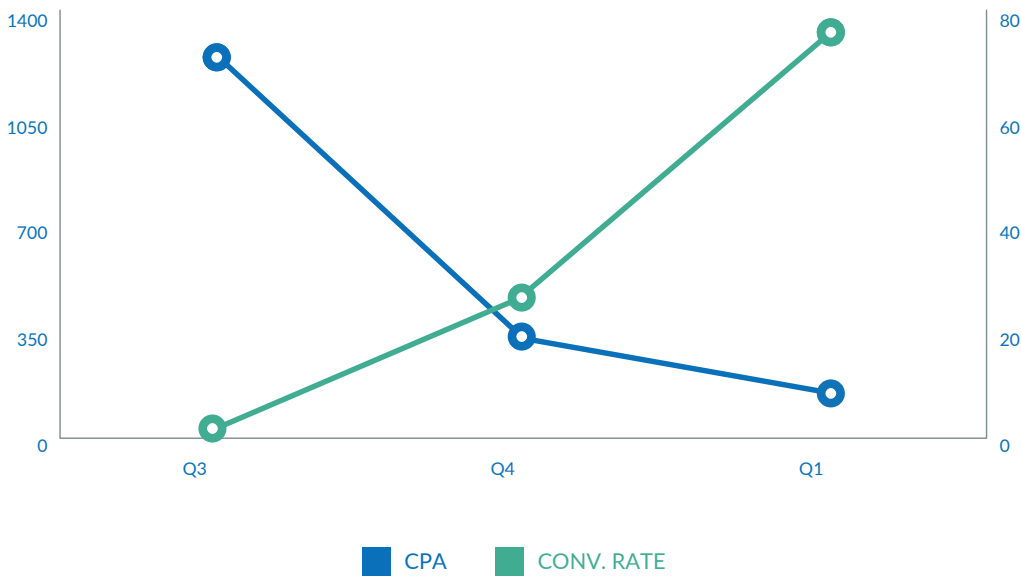
Installing ecommerce tracking was a priority for the establishment of a revenue-driven strategy. Google Analytics gave us complete tracking capabilities regarding sales and exactly which products generated the most revenue. Most important, we were able to see consumer behaviors and optimize the account based on these insights. Also, we installed call tracking and conversion tracking in the search campaigns to gather the highest amount of data.

## Strategic Bidding

Initially, we focused on bidding for CPA; once we achieved our goal, we switched gears to focus on ROI. We used tools to optimize bids to reach our ROI goals strategically, which means that we were continually updating our bids to produce ROI in both the search and shopping campaigns. Also, we implemented bidding strategies based on product-specific CTR and conversions.



Through the study of our traffic behavior, we were able to identify specific locations within our top targets that generated more traffic and sales than the others. This behavior led us to strategically bid higher on these locations to maximize the audience that was already engaging with us.



## The Results

We were able to meet and surpass our client's goals in their first year, ending 2016 with a CPA of \$18.75, a conversion rate of 3.23% and an ROI of 3.83.

In the first quarter of 2017, we saw a higher rate of improvement, with our CPA dropping to \$8.97, our conversion rate increasing to 3.91% and our ROI reaching 10.88.

Our client is pleased with the results. He has complete trust in us and is always seeking feedback and suggestions to improve his businesses' performance overall.

## Conclusion

Before coming into White Shark Media, Lauren James was struggling to manage it's paid campaigns properly and keep its cost per acquisition under \$150. After a geo-targeted strategy implementation and further breaking down their products into a subdivided account, the owner reached his ROI goal. Overall, it's ROI increased by 184%, from 3.83 to 10.88, the cost per acquisition decreased, and conversion rate increased!



ROI  
increased by  
**184%**



Cost per acquisition  
decreased by  
**53%**



Conversion  
rate increased by  
**21%**