

CASE STUDY

Sporting Goods Brand Grows Ecommerce Revenue With Performance Max & UX Optimization



The Situation

A premier sporting goods brand was looking to grow ecommerce revenue across domains through a cutting-edge, data-driven strategy. US economic conditions were causing reduced demand and excess inventory, posing a challenge: How could the business continue to increase revenue and acquire new customers amidst economic fluctuations?

Opportunity Identified

The brand's dedicated team at ROI Revolution proactively coordinated a thorough quarterly business review (QBR) to align on priorities to achieve the brand's marketing goals:

- Double online revenue YoY
- Activate growth and customer lifetime value (CLTV)
- Uncover opportunities to scale internationally

Together with a digital advisor, ROI Revolution's team of experts in paid search, product feeds, and user experience (UX) collaborated on a cross-channel strategy for the brand to optimize the company's ad spend, enhance user experience on their website, and grow CLTV.

**Channel:**

Paid Search Advertising

**Industry:**

Sporting Goods (B2C)

**Goal:**

Grow ecommerce revenue across multiple domains

Results Achieved

135%Increase in
Total Site
Revenue YoY**87%**Increase in
Conversion
Rate YoY**182%**Increase in
Paid Search Ad
Revenue YoY

ROI in Action

ROI Revolution got on the phone with stakeholders and decision-makers at the business for a 90-minute QBR to discuss challenges, wins, feedback, and strategy. The QBR revealed how crucial it would be to focus on high-priority products, target the ideal client persona, and be on the cutting edge of testing.

Performance Max (PMax), branded search, and dynamic Display ads became the primary targets of the paid search strategy to drive profitable growth. The strategy would be supported by highly optimized product feeds to ensure a strong foundation. A conversion rate optimization audit and strategy was also executed to elevate the site's UX to grow CLTV.

The strategy was implemented during Cyber 5, and the business had their most successful Cyber 5 weekend in company history! Total site revenue was up 135% YoY, with paid search revenue up 182% at an 87% higher YoY conversion rate. Halfway through the following quarter, ecommerce revenue continued to see yearly growth, with a 43% increase in total site revenue.