

CASE STUDY



CLIENT

WILD EARTH

SERVICE

PPC

WEBSITE

**WWW.WILDEARTH
.COM.AU**



THE OBJECTIVE

Increase the ROI, Revenue and new visitors coming through the website



CLIENT GOALS

Primary Goals

- Increase ROI > 15
- Increase revenue
- Increase new visitor traffic



ALPHA DIGITAL GOALS

Primary Goals

- Exceed client expectations
- Seek out new ways to improve
- Provide transparency and informative reporting

ABOUT WILD EARTH



Wild Earth is not an ordinary camping and hiking store. It is fresh, exciting, and an adventure within itself – providing adrenalin seekers with high quality equipment from leading brands at the best prices.

ABOUT THE COMPANY

Beginning over 12 years ago with just a warehouse on the Gold Coast, Wild Earth has become one of the largest providers of adventure gear in Australia.

Boasting everyday great prices, fast delivery, ongoing customer support and expert advice, it is no wonder Wild Earth has grown to be Australia's favourite independent adventure gear store.

PAST DIGITAL EXPERIENCE

Wild Earth's success began with an eBay store and expanded with an eCommerce store. SEO and Paid advertising grew the online store rapidly.

Alpha Digital was asked to take over their Paid Advertising Campaigns starting in March 2015 after successfully managing their Search Engine Optimisation.

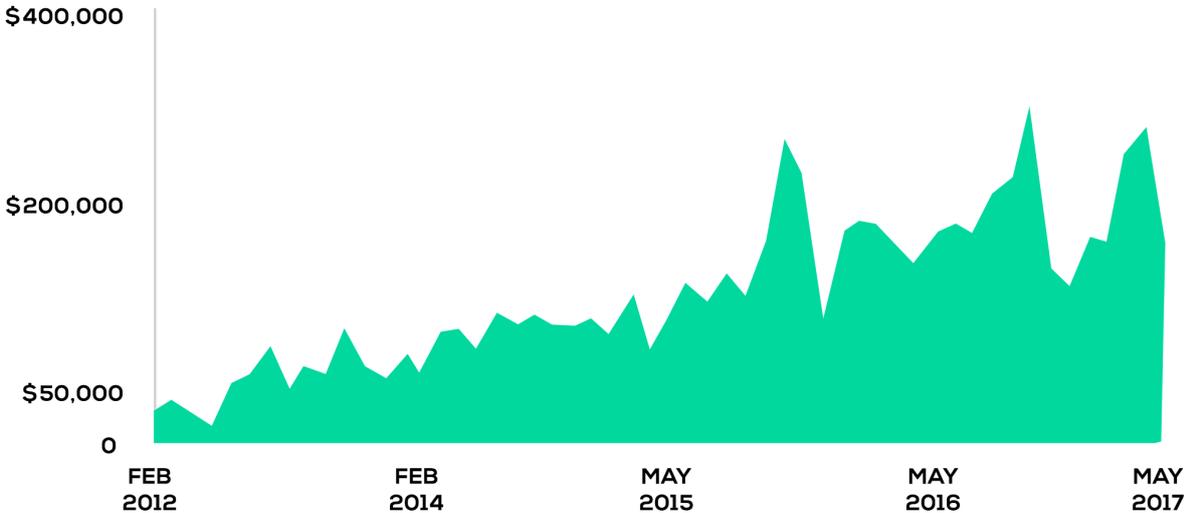
PAIN POINTS

Although performance of their Paid media was hitting the target, growth for the account had stagnated and Wild Earth were looking to push the account forward.

After seeing really strong growth initially they wanted a fresh set of eyes on the account and with Alpha seeing great results for SEO we began working on their PPC.

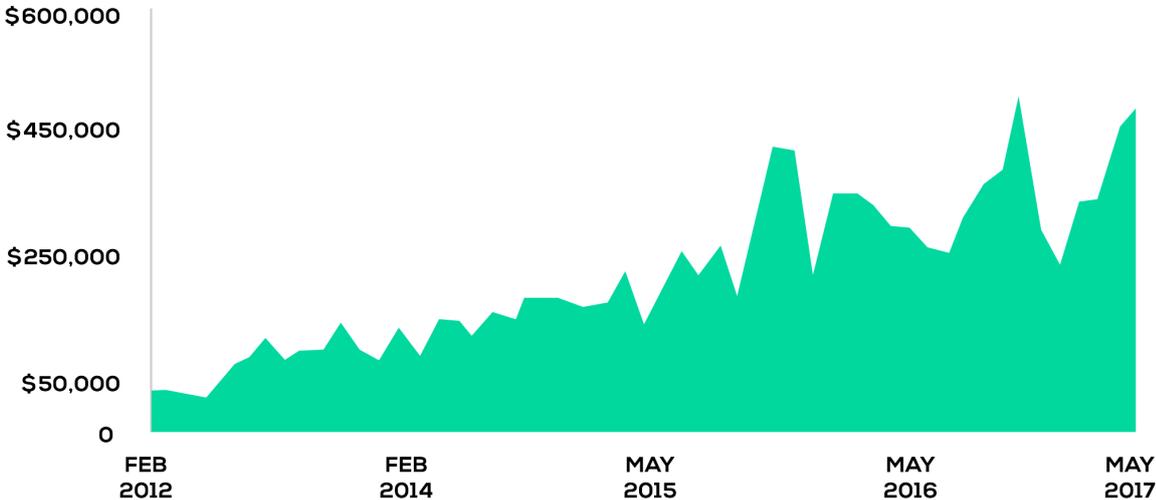
BUSINESS GROWTH

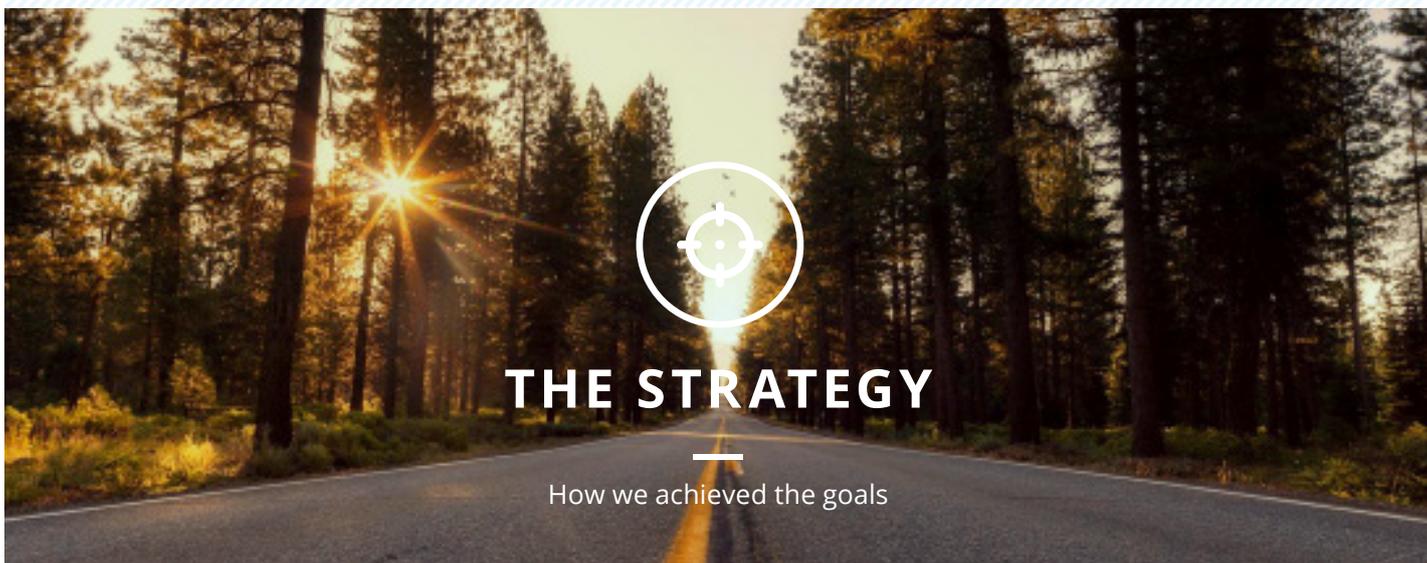
Non Brand SEM Revenue Growth



BUSINESS GROWTH

SEM Revenue Growth





OVERALL STRATEGY

With a high ROI being so important we had to approach the account with a little more caution than we usually would. The first step was identifying what the high profit (and high turnover) product categories were. We did this through GA, speaking with the client and using search term reports from the shopping campaign and began to gradually expand the account.

Google Shopping campaigns were also instrumental in our initial strategy, we quickly identified high performing products and began to increase exposure to these and then removed brands that were not performing.

Another really important factor for this client was seasonality, through analysing the accounts historical data we knew that certain brands and products would only deliver an acceptable ROI at specific times of the year which also had to be factored into our ongoing work.

SPECIFIC STRATEGIES

- **Identified high-performing keywords** to promote through search from GA, shopping and the clients CMS data. This allowed us to effectively maintain ROI while expanding the account.
- **Increased account granularity** to display Wild Earths incredible product range that was not being showcased. Ensuring a seamless user journey with specific ads and landing pages.
- Review keywords and expenditure to **reduce wastage** and redirect funds into more profitable marketing efforts.
- Increasing shopping performance by **splitting the campaigns into branded and non-branded search**, brand searches typically have higher conversion rates and therefore should be bid on differently.
- **Utilising historical data** we pushed usually non-profitable keywords at key points in the year, creating separate campaigns for search and shopping to promote these products when required.

KEY RESULTS

23x

Return on Investment

70%

Increase In Paid Advertising Revenue

190%

Increase In Non-Brand Revenue

108%

Increase In Google Shopping Revenue

NOTABLE ACHIEVEMENTS



DOUBLING ACCOUNT SIZE

Through continuous testing and optimisation, we were able to double the size of the account and advertising spend without this growth having a negative effect on ROI. This significantly increased revenue.



RETURN ON INVESTMENT

We achieved the highest ROI the client has ever had at 23X which included a 15.5X generic search ROI

TESTIMONIAL

We have been working with Alpha Digital for in excess of 12 months. In that time the performance...in our ecommerce channel has gone from strength to strength. Everything has improved exponentially...Visitation has increased, bounce rate is down, conversion rate has improved, and most importantly, revenue has increased. We recommend Alpha Digital.

CHRIS SOMERVILLE - WILD EARTH
GENERAL MANAGER