

DISRUPTIVE case study



CORE | HOME
FITNESS

THE PROBLEM

Client is going into his slow season and has been lowering ad spend on Facebook. He knew there was more revenue being left on the table with Amazon. He'd been dabbling on the platform but didn't quite know what he was doing.

THE SOLUTION

- Optimizing product listings to rank better organically
- Optimizing PPC campaigns to increase returns

THE TACTICS

Organic Tactics:

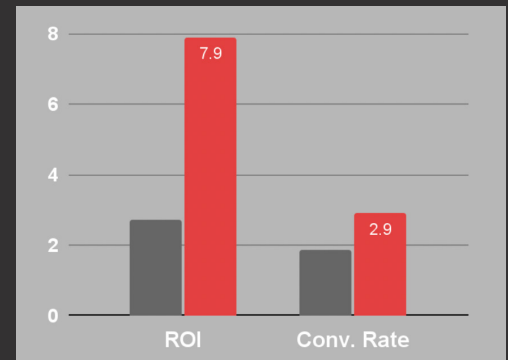
- More descriptive bullet points
- Better pictures (including an infographic and awarded emblem)
- More keywords added to title and listing

Paid Tactics:

- Switched bidding strategy from auto to manual
- More efficient targeting (including branded terms)

THE RESULTS

They had been averaging 5.5 sales per day and since we've made these changes they've been averaging 8 sales per day, which is a 60% increase in daily sales.

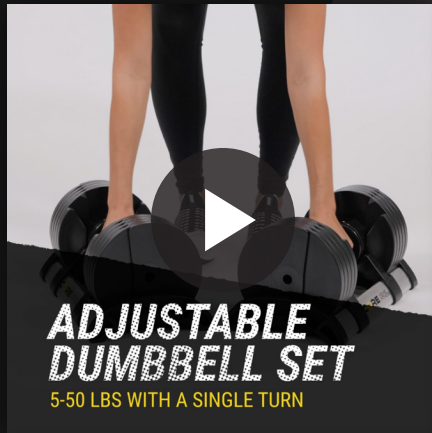


+193%
increase in ROI

+56%
increase in Conv. Rate

creative

VIDEO



SOCIAL ADS

INTRODUCING
The Glute Drive Plus

>>>

Adjustable Band Resistance

>>>

Doubles as a flat
workout bench

>>>

Folds and
Stores Easily

>>>

Shop Now!

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