



CASE STUDY

INTERNATIONAL ECOMMERCE COMPANY

We helped our client to increase revenues and improve conversion rates.

The Opportunity



Our client is a large company performing very well, selling internationally online. They are good at what they do, very knowledgeable and savvy about their online activities. They asked ePresence to get involved with a view to scaling up their online business by creating direct response content and managing paid search and paid social advertising.



The Challenge

This company was strong online in advance of contacting us. The challenge for us was to gain even more exposure in the retail space, reach more of the client's international target audience and find opportunities for further growth and success - all while continuing to maintain the high level of performance the client is used to.

The Approach



After meeting and discussing goals with the client and team, our initial task was to build a plan to ensure their goals were met.

We focused on several key areas to maximise results:

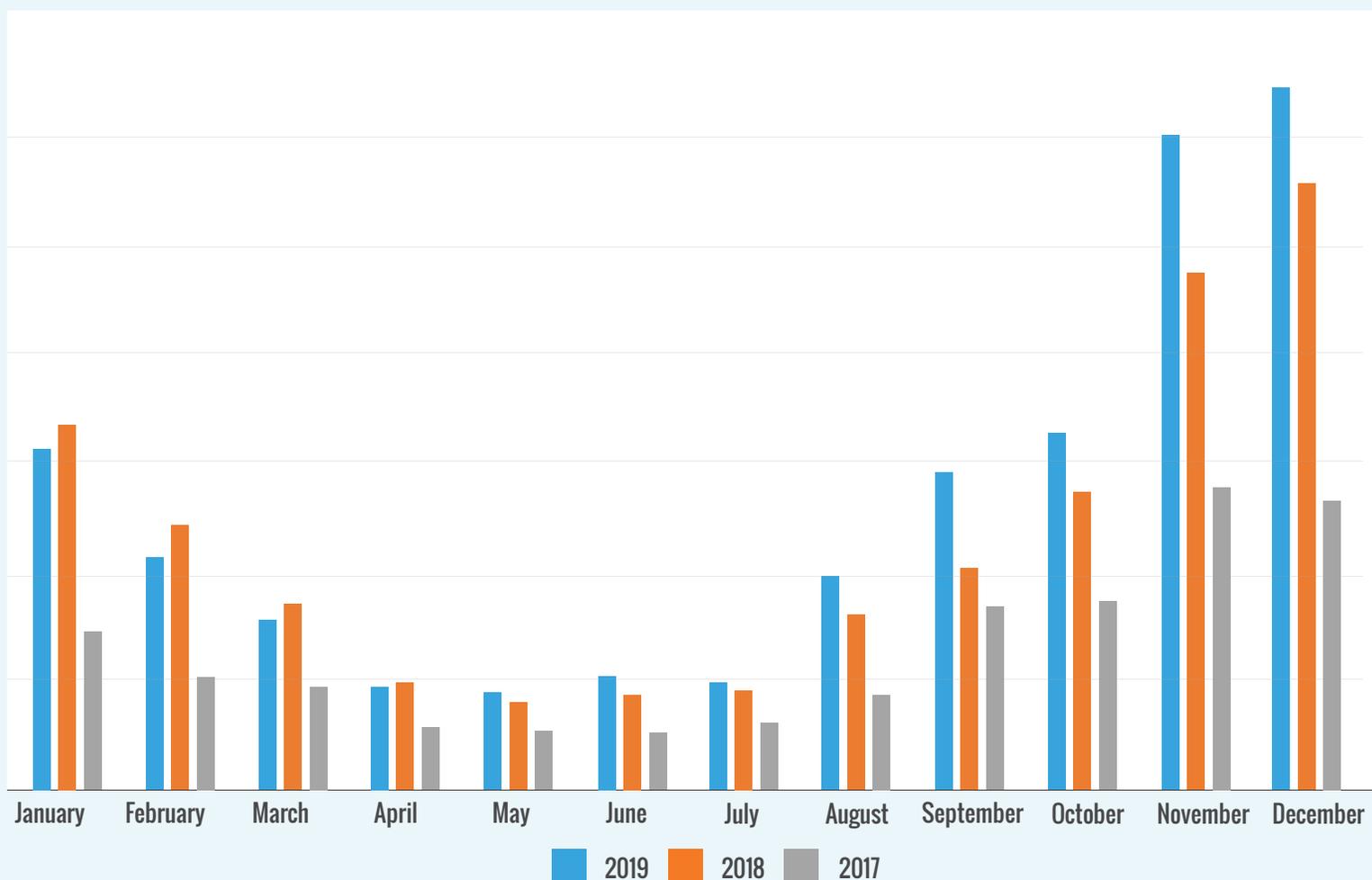
- Audited both Facebook and Google ad accounts focused on new customer acquisition.
- Upgraded their Product Listing Ads (PLA) campaigns and Google Shopping campaigns.
- Created custom collection-style ads that focused on communicating the range of products and styles available on site.
- Created greater awareness and engagement through YouTube ads for the Christmas Shopping season.
- Created a full funnel Facebook strategy using different creatives and audiences at each stage of the funnel.
- Leveraged the client history in the copy used in dynamic product ads as a way to create trust and encourage visitors to make their first purchase

Results

TRAFFIC

In a highly competitive space, overall traffic was up 34% since we commenced working with the client.

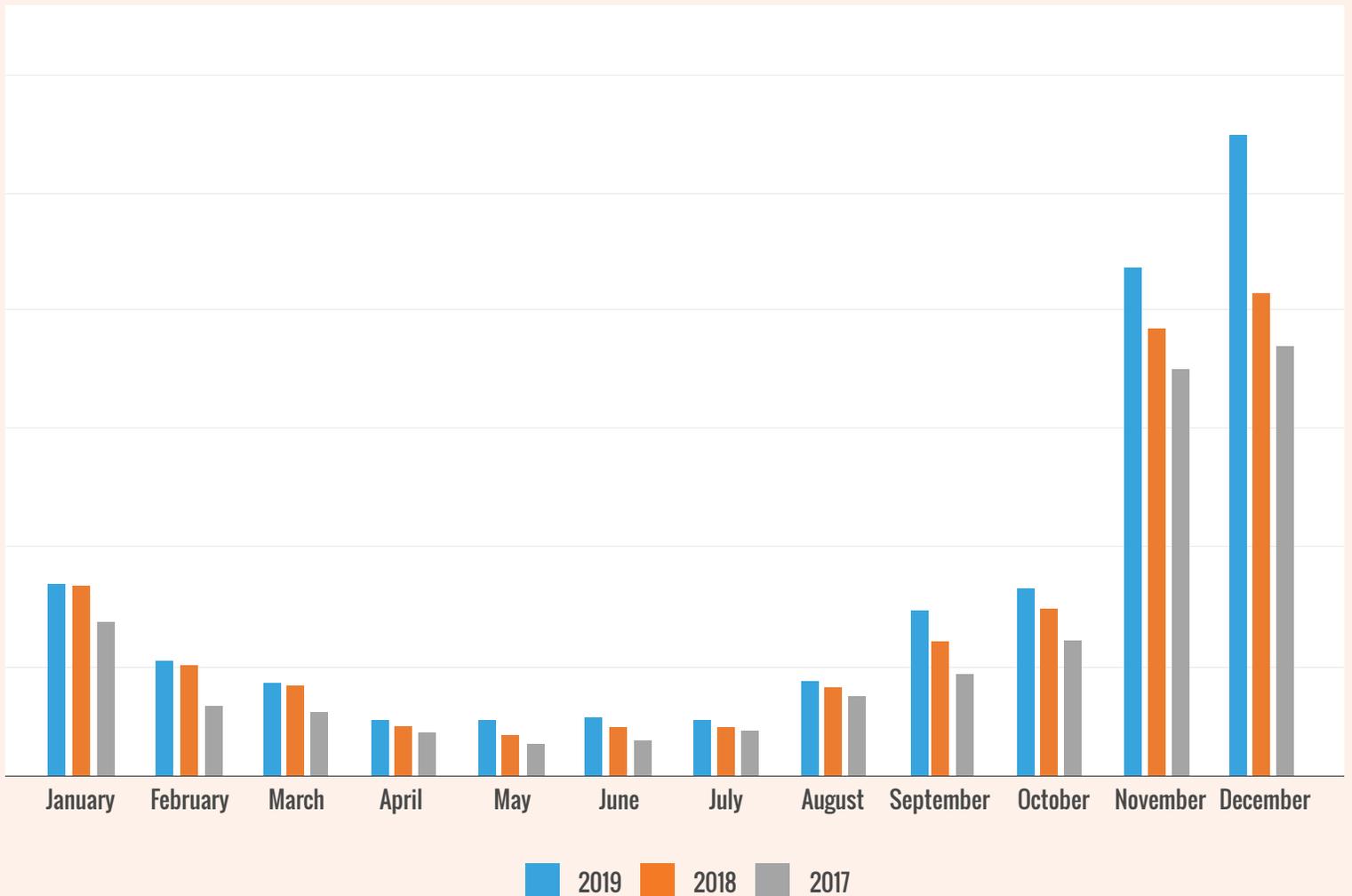
Traffic 2019 vs 2017



OVERALL REVENUE

Online Gross Revenue is up 39.95% since working with the client

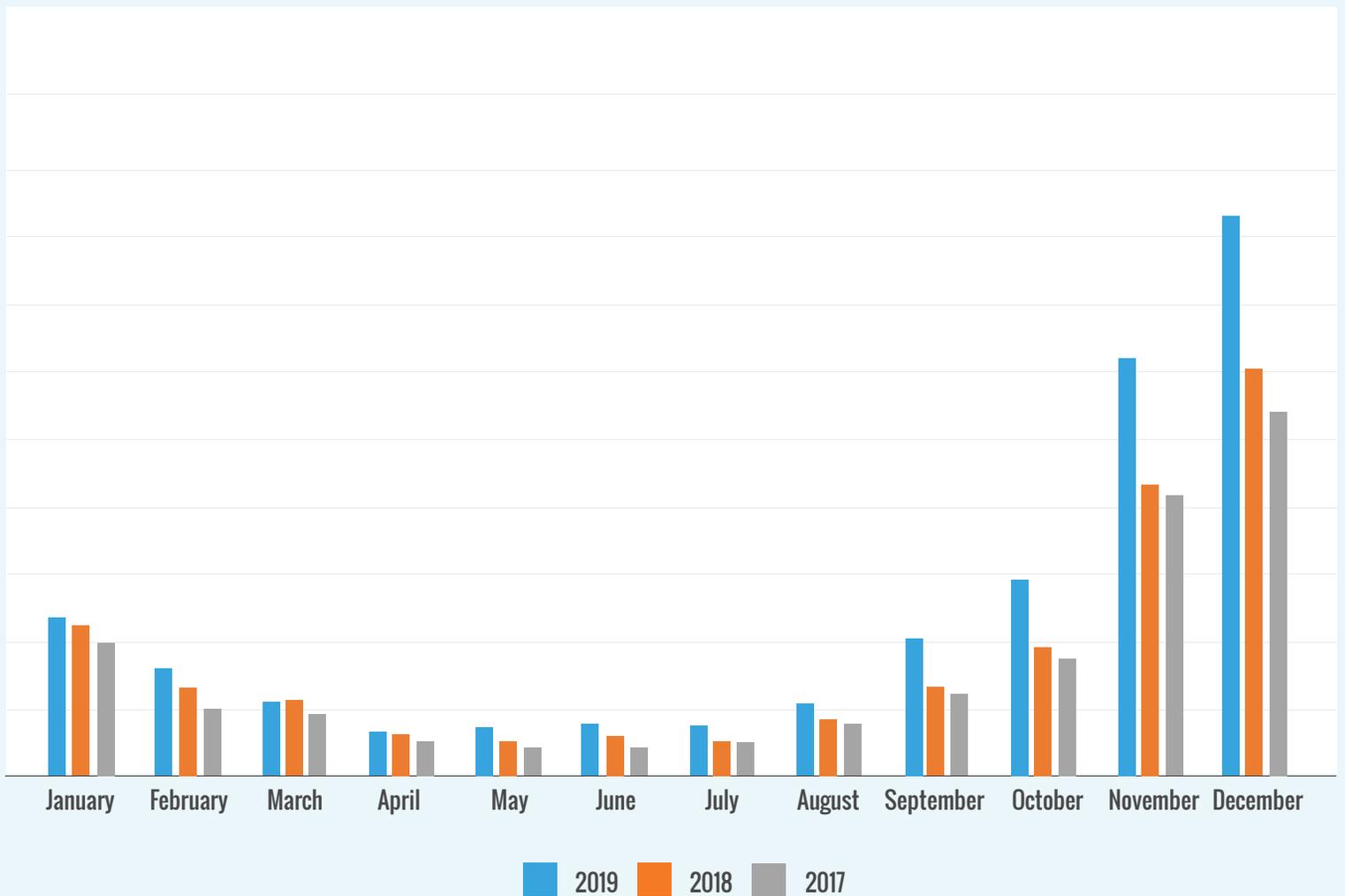
Revenue 2019 vs 2017



GOOGLE PAID REVENUE

- Online Gross Revenue from Google Paid Ads up 48.36%
- 5x Return on Ad Spend (ROAS) for Search Ads
- 5x Return on Ad Spend (ROAS) for Google Shopping
- 7x Return on Ad Spend (ROAS) for YouTube Ads

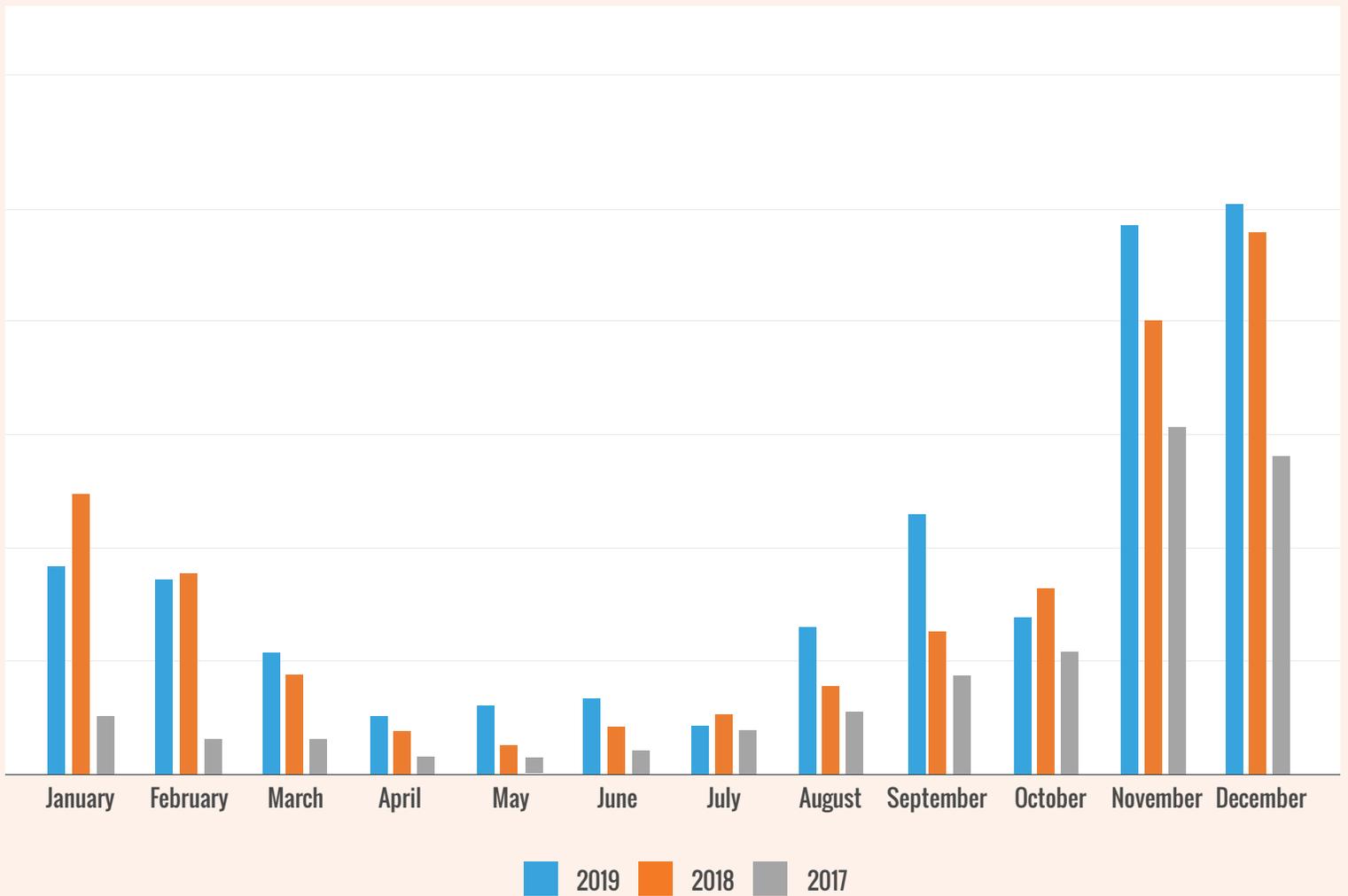
Revenue 2019 vs 2017



FACEBOOK PAID REVENUE

- Online Gross Revenue from Facebook Paid Ads is up 106.98%
- 5x Return on Ad Spend (ROAS) for Facebook Paid Ads

Revenue 2019 vs 2017



CONVERSION

- Overall Conversion Rate 2.26% in 2020 vs 1.74% in 2017

Conclusion

Our client was extremely happy with the results, we continue to partner with this client assisting in their marketing activities and striving for further growth and success throughout 2020.

Become a
Success Story?



Call us on

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