

Scooter Ecommerce Store Establishing a PPC Machine That Consistently Drives 600% ROI

Overview:

An eCommerce store specializing in pro scooters – complete sets and parts – hired Single Grain to help with their digital marketing efforts in order to improve revenue and increase ROI.

Could Single Grain help this small-town startup achieve the scale and growth they were hoping to achieve?

Before Single Grain: Small Business, Big Goals

As a small family-owned business, the client was new to the digital landscape and had minimal knowledge of how to market its products online.

Single Grain conducted thorough research and analysis of the products, as well as the competitor presence, in order to determine the best marketing strategy.



Campaign Results

Our Client's Spend: \$164,674.89
Revenue: \$960,079.80

Since launch, Single Grain has successfully **driven close to \$1M in revenue**. We have been able to drive a consistent **600% month-over-month return on ad spend**.

Results with Single Grain



\$1 Million

We have driven close to \$1 million in revenue



600%

Established a PPC machine that consistently drives 600% ROI



30%

Revenue has increase by 30% month over month

With Single Grain: Scalable Growth & Competitor Takeaways

As a small company, advertising budget was limited, so Single Grain set out to drive the most reach at the lowest cost by strategically launching campaigns to capture both upper and lower funnel tracks. This included product listing ads to capture in-market shoppers and display campaigns to drive brand awareness and expand audience.

Single Grain also launched cross-device search campaigns through multiple platforms, including Google Adwords, Bing/Microsoft Adcenter, Yahoo! Stream Ads, and Amazon product ads.

As we successfully implemented our new tactics and campaign superstructure, we were primed with campaign cost-efficiencies that enabled us to gain market share from competitors.

Single Grain's Solutions

- Test and expand approach, which was used to identify low hanging fruit, growth opportunities and achieve scale across multiple channels, segments and creative.
- Alpha-Beta-Gamma SEM campaign structure: Leveraged high, medium, and low relevance keywords to optimize return on investment in experimental market segments.
- Utilized large Search networks by launching cross device campaigns through multiple platforms, including Google Adwords, Bing/Microsoft Adcenter, Yahoo! Stream Ads, and Amazon product ads.
- eCommerce-specific campaigns such as Product Listing Ads/Shopping Campaign, Dynamic Search Ads, Dynamic Remarketing campaigns drove over 350% return on ad spend