



Drive Sales

CheaperThanDirt & National Positions Case Study

Products: [AdWords](#)

CheaperThanDirt doubles monthly revenue by working with an agency.

Goals:

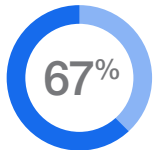
Boost sales and send more qualified traffic to online sports discounter CheaperThanDirt.net

- Improve existing AdWords strategy with compelling ad text, negative keywords, and tightly themed ad groups
- Expand CheaperThanDirt's reach with Product Listing Ads and remarketing campaigns on the Google Display Network

Though fairly happy with their AdWords ROI, CheaperThanDirt knew they could raise the bar. With the help of an agency partner, they increased ROI by 67%

Report	Type	Name	Error	Date Range	Conversion date range	Created date	Created by	Frequency	Program	AdWords
Call leads performance report	Call leads performance	Excel	OK	This month	None	08/08/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	08/07/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	07/05/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	03/02/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	1/19/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	02/04/2013	www@cheaperthan-dirt.com	One time	Campaign	Word
Call leads performance report	Call leads performance	Excel	OK	This month	None	04/01/2013	www@cheaperthan-dirt.com	One time	Campaign	Word

Results & Metrics:



ROI from AdWords increased by 67% after National Positions optimized CheaperThanDirt's account

2x

With more sales at a lower cost per conversion, monthly revenue doubled within six months



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Products:  AdWords

Content Manager Andrew Sypien needed help, but he didn't want to add headcount. Using an agency saved him time and money—and increased sales to boot.

Game Plan: Google AdWords

- ▶ Campaigns organized around site structure ensure continuity from keyword to ad to landing page
- ▶ Remarketing on the Google Display Network brings back site visitors later in the buying cycle
- ▶ Negative keywords filter out people seeking jobs, reviews, or instructions instead of products
- ▶ Product Listing Ads showcase CheaperThanDirt's selection on Google.com and Google Shopping
- ▶ Price points in ad copy increase conversion rates by setting shoppers' expectations

Why it worked:

Part of the team

"We look at National Positions as an extension of our marketing department, almost as if they're part of our team. They are a true partner. Working with them has been cost-effective. It brings in revenue. We trust that they have our best interest at heart. And they've done an amazing job for us."

Andrew Sypien - Content Manager CheaperThanDirt

Product placement

"We launched Product Listing Ads to promote CheaperThanDirt on Google.com and Google Shopping. Shoppers see a picture and price for the item they want, which attracts clicks and sets expectations. We built out PLA ad groups at the SKU level, getting full control over bids on a product-by-product basis."

Chris Darabi - Senior SEM Analyst - National Positions

Total makeover

"When we first began working with National Positions, we saw a decrease in our spend without a decrease in revenue within the first three months. That was very encouraging. As we started putting more ad dollars back into AdWords, revenue greatly increased for us. After six months, we saw a complete turnaround of our AdWords strategy."

Andrew Sypien

Right place, right time

"Remarketing on the Google Display Network has helped regain some lost traffic. How often do you walk into a store and buy something the first time you see it? You usually need multiple touches, and online is no different. Once people finish doing research, it's important to get in front of them again when they're ready to purchase."

Chris Darabi



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