

DOUBLED REVENUE & TRIPLED CONVERSIONS WHILE IMPROVING COST-PER-ACQUISITION

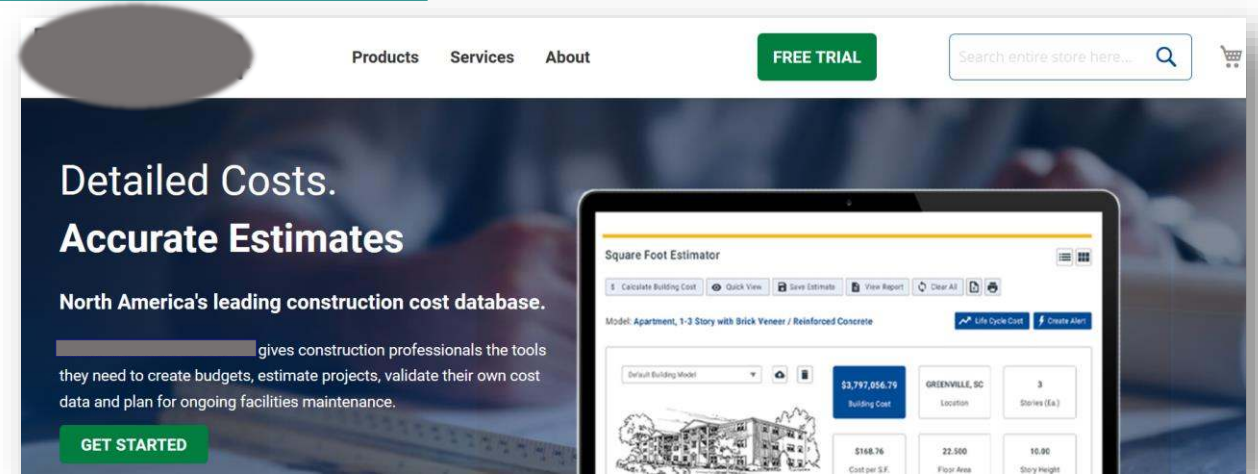
Business Challenges

- Large gap in business revenue pacing
- Increasing competition from Amazon
- Unprecedented SEM budget surge needed to close business-level revenue gap

(un)Common Approach to PPC

- Revenue-focused structure at all levels of buying funnel
- Expansion via ad type & custom audience targeting
- Continuous optimization driven by ongoing analyses & market trends

(un)Common Results



YoY Q4 Conversions, Revenue & CPA

