

# IMPROVED SEARCH ROAS BY 95% VIA RIGOROUS TESTING & KEYWORD MANAGEMENT

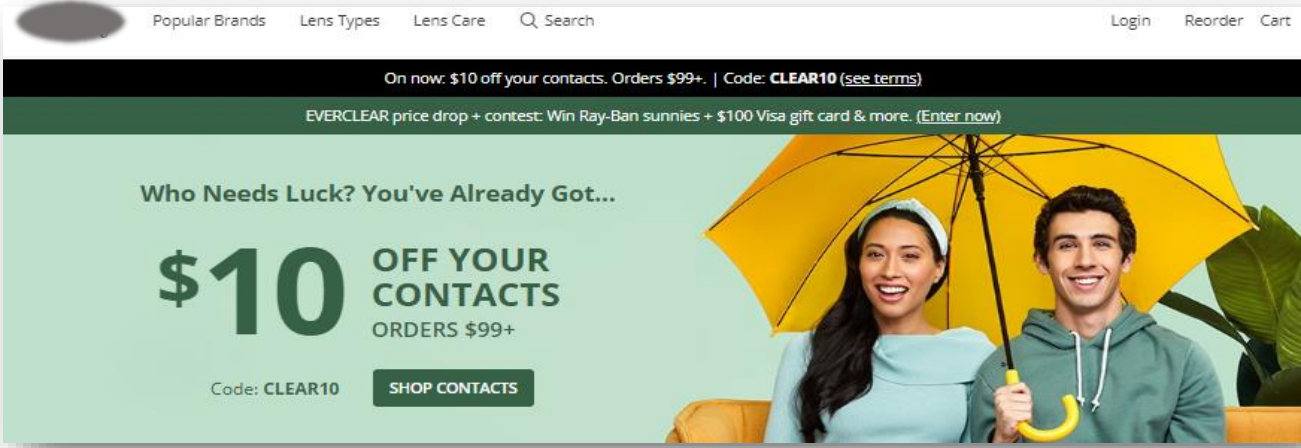
## Business Challenges

- Increasingly competitive landscape
- Industry known for deep promo offers & discounts
- Reduced offer-centric promotions to improve margin

## (un)Common Approach to PPC

- Tested different landing pages, ad messaging and bid/ad position strategy
- Used findings to customize keyword strategy per highest performing combination
- Continuously dialing investment up or down based on ROAS and margin

## (un)Common Results



## Competitor Offer Comparison

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