

INCREASED REVENUE 78% THROUGH ONGOING HIGH FUNNEL TESTING & ACCOUNT OPTIMIZATIONS

Business Challenges

- Maximizing revenue at an efficient scale
- Finding appropriate higher funnel channels and measuring impact
- Making SEO efforts count

(un)Common Approach to PPC & SEO

- Not settling on current baseline performance in traditional search
- Develop strategic testing plans for new channels with specific goals and expectation setting
- Invest in content creation and optimizations

(un)Common Results



All Channels Transaction & Revenue

