

# How Mixed Digital Grew Search Revenues 201% in 2 Years

## An E-Commerce Case Study



### Background

Rocky Mountain Oils is a successful e-commerce company specializing in organic, wild-sourced essential oils and related products. Search was added to their channel marketing strategy early on, but the revenue growth was lacking. In 2013, Rocky Mountain Oils engaged with Mixed Digital to take better advantage of Search in growing their revenues and keeping pace with competition.

### Solution

We began our engagement with a top-down audit of their historical performance, competitive landscape, account settings, analytics data and strategy. Next a new plan was developed that addressed budget leaks, missed opportunities and highlighted new areas for testing. This new strategy involved updating and optimizing account/campaign settings, ads, keywords, making use of newly available features, reorganizing the campaign structure and testing previously overlooked distribution channels. In addition, we offered valuable feedback to help improve the user experience and increase conversion rates by looking at site design and the conversion funnel. This included a review of the purchase process using our #SmartData™ analytics approach and general e-commerce best practices. Several useful observations led to key changes in both design and process. Following implementation, aspects were continually tested to find the ideal “sweet spots” for the client as well as new ways to grow customer reach and revenues.



### Results: 201% Revenue Growth Over 2 Years!

As we quickly removed the aspects of the campaign that were underperforming and wasting valuable budget, results improved. Where we truly excelled was our testing of new features and new distribution. Our strategy was able to A) significantly increase the reach for Rocky Mountain Oils B) increase incremental revenues and C) improve the overall ROI by using budget more efficiently. This strategy also positively impacted revenues on channels where paid Search was not the final touch point, but the first interaction.

Over 2 years:

- Average annual Search traffic increased **211%**
- Annual Search revenue grew an average of **105%**, resulting in over **200%** incremental revenue
- Average Search ROI improved **36%**



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