

KEY PERFORMANCE INDICATORS

Paid Search Traffic

~307% YoY Improvement

Paid Search Bounce Rate

~ -23% YoY Improvement

Paid Search Transactions

128% YoY Improvement

Mobile Conversion Rate

~110% Improvement

Total Revenue

~167% Improvement

Paid Media and Conversion Optimization

Executive Summary

Measure Media evaluated the performance of Blue Chip Wrestling over the course of the engagement, January – August 2016.

Challenges

- Paid online advertising campaigns were not converting at a profitable margin
- Mobile and overall ecommerce conversion rate was below benchmark

What Was Implemented

Optimized online paid search results and implemented Product Listing Ads using Google AdWords.

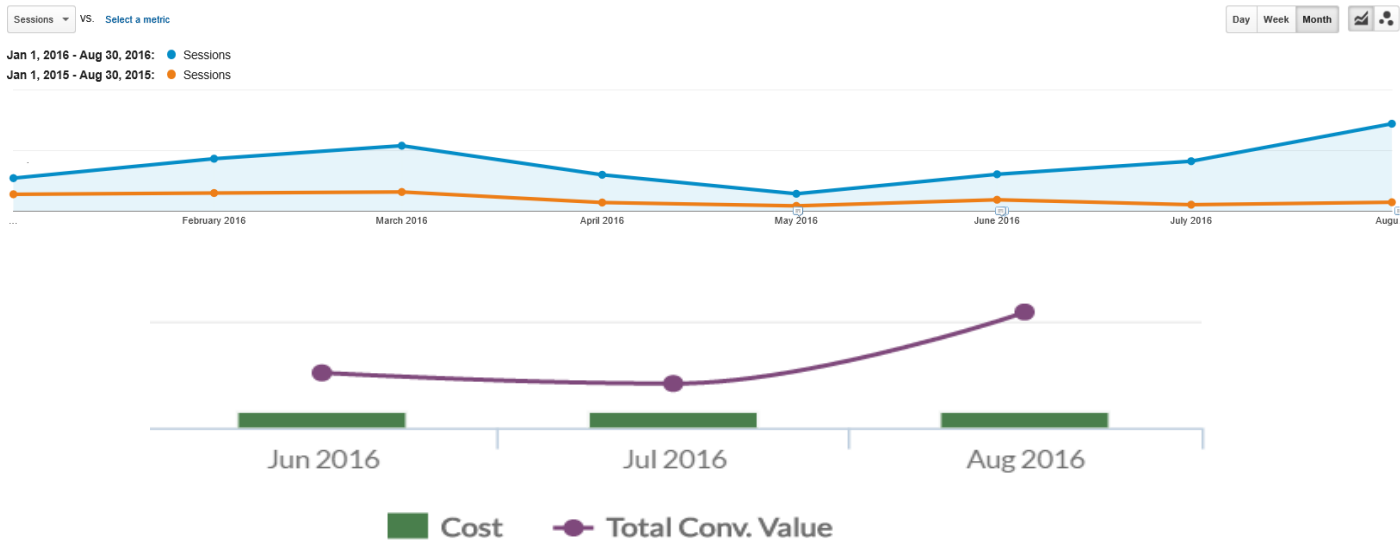
- Keyword analysis – Researched keywords and phrases prospects were searching online
- Built campaigns targeted at client personas and keywords
- Optimized targeting and cost per conversion through a series of campaign updates leveraging Google AdWords features

Results (Jan – Aug 2016):

- **Paid traffic** sessions up 307% YoY
- **Bounce Rate** down 23% YoY
- **Transactions** from Paid Search traffic up 128% YoY

For Last 30 Days:

*Overall top PLA campaigns are performing at **Total Revenue more than 12x the advertising spend.***



Next Steps

Continue identifying opportunities to improve campaign targeting, messaging and cost per conversion. **Analyze, optimize, grow!**

What Was Implemented

1. Improved quality of traffic by optimizing paid media campaigns – Search, Facebook, Google Product Listing Ads (PLAs).
2. Optimized purchase experience through a series of online A/B tests.
3. Improved site performance by identifying latency and implementing changes to remove it.

Results (Jan – Aug 2016):

Increased **conversion rates**

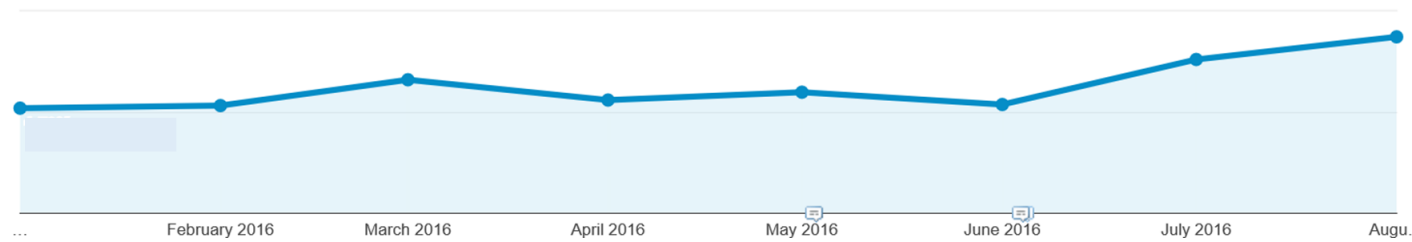
during engagement:

- Mobile: 110% improvement
- Desktop & Tablet: 48% improvement

Increased **revenue** after optimizing traffic and purchase experience:

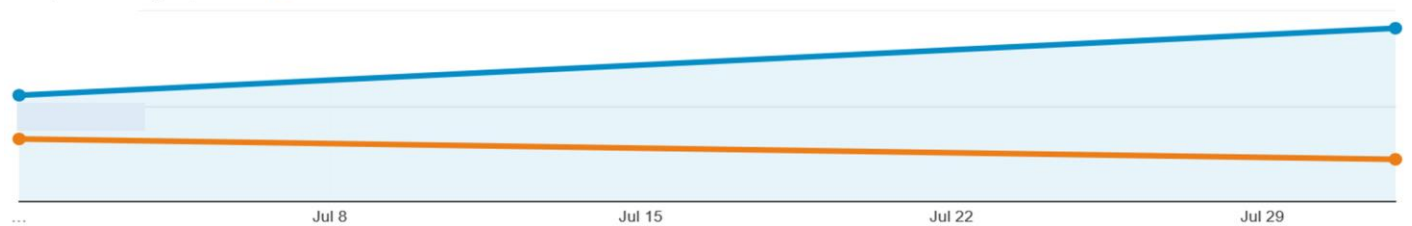
- Total revenue: 167% YoY

● Ecommerce Conversion Rate



● Revenue

● Revenue



Next Steps

Continue funnel analysis - identifying opportunities across traffic sources, site messaging, technology and experience. **Analyze, optimize, grow!**