

Revenue Increased by

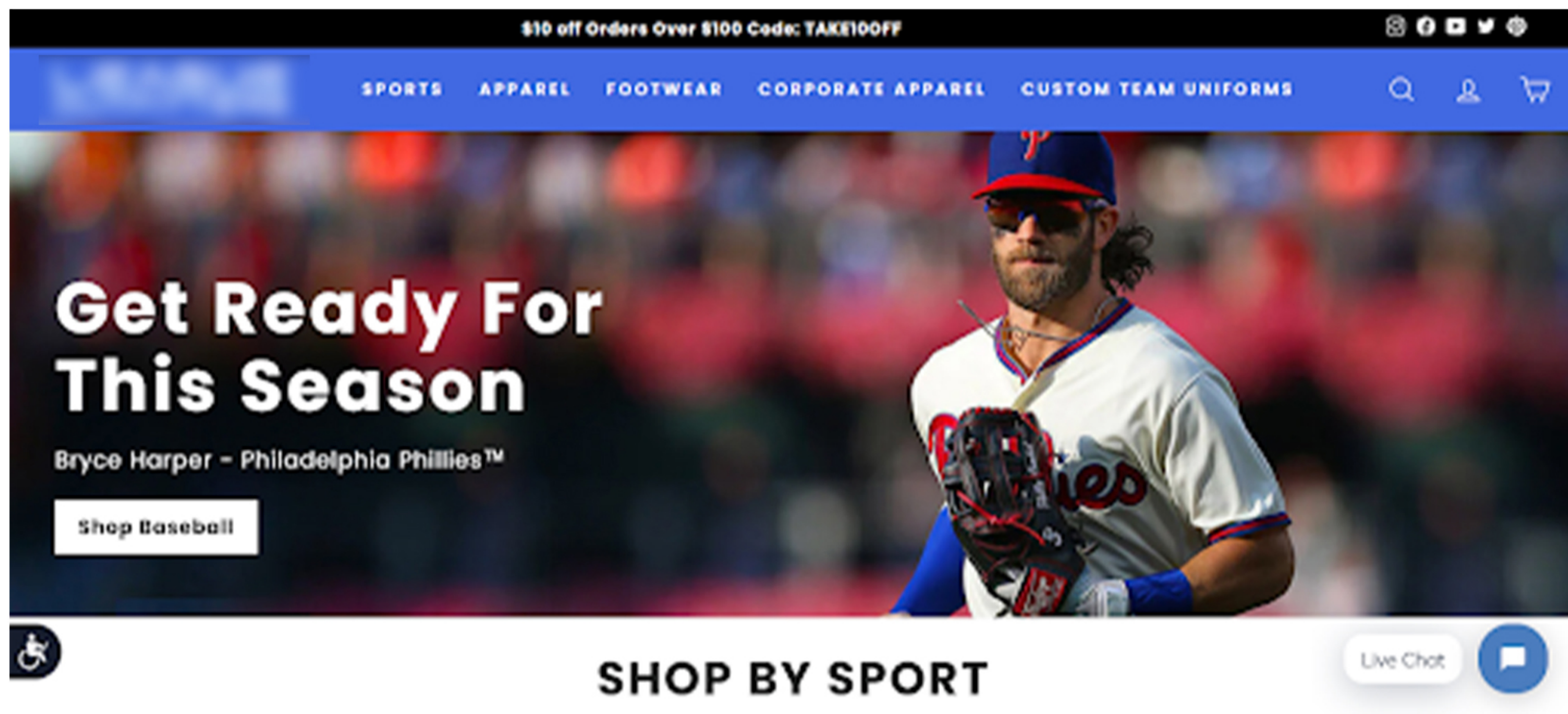
592%

in Just 3 Months for a
Sports Gear and Apparel Store.

Presented by ROI Minds Private Limited

BUSINESS OVERVIEW:

This is an American-based online retailer that specializes in sports gear and apparel. The company was founded in 2017 and has quickly gained popularity among sports enthusiasts due to its vast collection of products from leading brands in the industry. It offers a wide variety of sports gear and apparel for different sports, including baseball, softball, basketball, soccer, and lacrosse. The company provides products for individuals, teams, and sports organizations, making it a one-stop shop for all sports gear and apparel needs.



OBJECTIVE:

The client wants to increase its online sales and revenue while maintaining a profitable return on ad spend (ROAS).

They aimed to achieve this by investing over \$70K per month in online advertising with the team effort of our Google Ads experts.



CHALLENGES:

The sports gear and apparel industry is highly competitive, with several established players and new entrants competing for market share. Their products have high competition and demand. Furthermore, the client faced the following challenges:

- 1. Limited Brand Recognition:** The store was relatively new in the market, and customers were not yet familiar with the brand.
- 2. High Cost Per Click (CPC):** The cost per click for sports gear and apparel keywords is often high, which can drive up advertising costs and affect ROAS.
- 3. Seasonality:** The demand for sports gear and apparel is seasonal, with higher sales during specific periods like summer, spring, and back-to-school season.

SOLUTIONS:

The following solutions were implemented to address the challenges and achieve the objectives:

1. Brand Awareness Campaigns:

The store invested in a mix of social media, display, and search ads to increase brand awareness. They created engaging ad copies and visuals highlighting their unique selling points, such as high-quality products, competitive pricing, and fast delivery. They also ran influencer marketing campaigns to tap into their followers' loyal audience and generate social proof.



2. Targeted Advertising:

The store used a mix of search, shopping, and display ads, targeting specific keywords, demographics, and geographies.

They used ad scheduling and bidding strategies to keep advertising costs low and maximize ROAS.

They also used dynamic ads to personalize ad copies and visuals for each user.



3. Conversion Rate Optimization (CRO):

The store optimized its website's landing pages and checkout process to improve conversion rates. They used A/B testing to identify the most effective designs, copy, and visuals. They also optimized their website's loading speed, checkout process, and payment options to reduce friction and improve user experience.



Results:

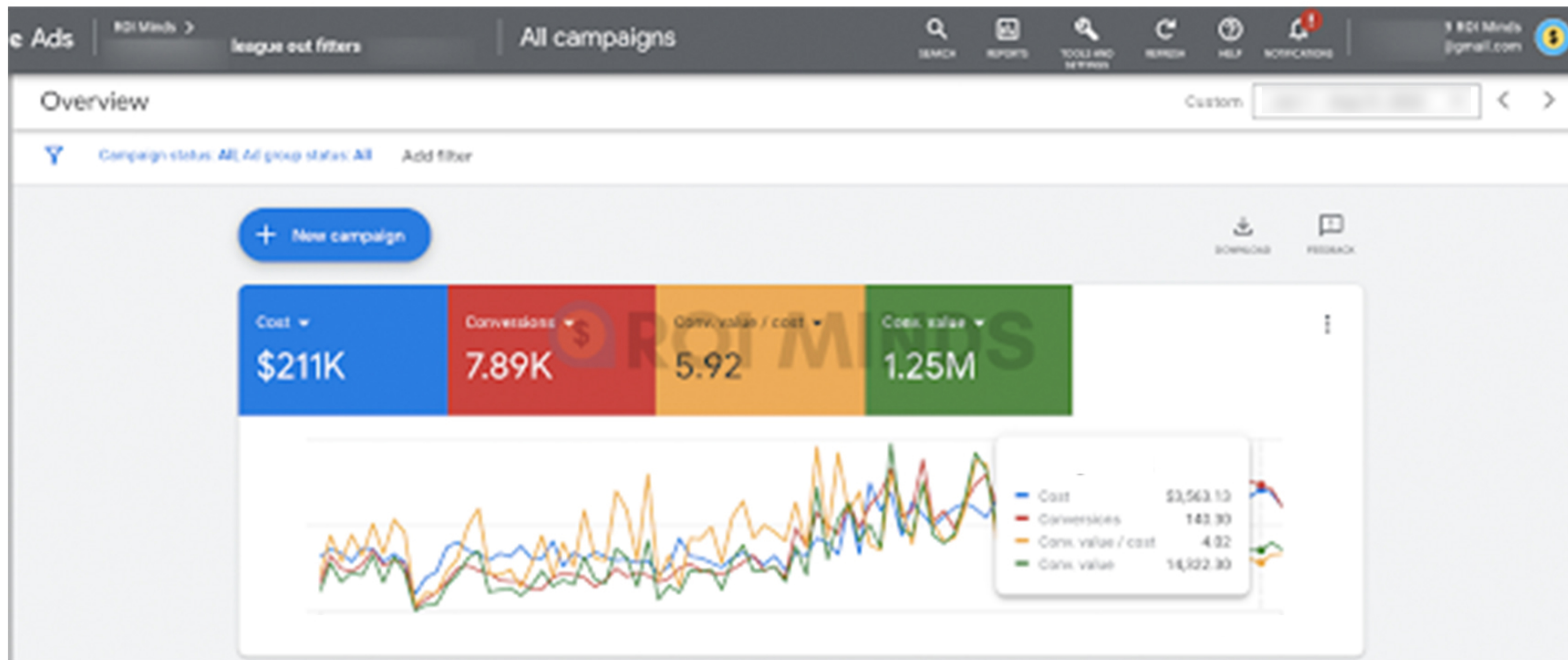
The solutions implemented helped the store achieve the following results within a period of three months:

Increased Sales: We've generated over **\$1.25M** in revenue, which represents a significant increase in online sales.

High ROAS: We achieved a **6X** return on ad spend (ROAS), which was higher than the industry benchmark, i.e., 4X.

Improved Brand Awareness: The store's brand recognition improved, with more customers recognizing its brand and products.

Lower CPC: The store's cost per click was reduced, leading to a lower advertising cost and higher ROAS.



CONCLUSION:

The sports gear and apparel industry is highly competitive, and success requires a strategic approach to online advertising. By focusing on brand awareness, targeted advertising, and conversion rate optimization, we were able to achieve its objectives of increased online sales and revenue while maintaining a profitable ROAS.

The store's success underscores the importance of a holistic approach to online advertising that balances cost and revenue.

