

Case Study: Performance Marketing Boosts Sales for Dirt Bike Retailer

Overview

A retailer specializing in dirt bikes struggled to achieve significant online sales, receiving only five orders and generating \$2,000 in monthly revenue. The company decided to leverage performance marketing to drive sales growth. This case study explores the transformative impact of performance marketing campaigns implemented in November and December.

Challenge

Before initiating performance marketing, the retailer faced:

- **Low Order Volume:** Only 5 orders per month.
 - **Minimal Revenue:** Monthly revenue of \$2,060.
 - **Limited Reach:** Insufficient brand awareness and audience targeting.
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Approach

1. Campaign Strategy

- **Platforms:** Google Ads (Search, Shopping, and Display)
- **Ad Formats:** Product-focused Shopping Ads, targeted Search Ads, and engaging Display Ads to reach potential buyers.
- **Targeting:** Precision targeting based on demographics, interests, and intent to capture a niche audience.
- **Messaging:** Highlighting key product features, competitive pricing, and promotional offers.

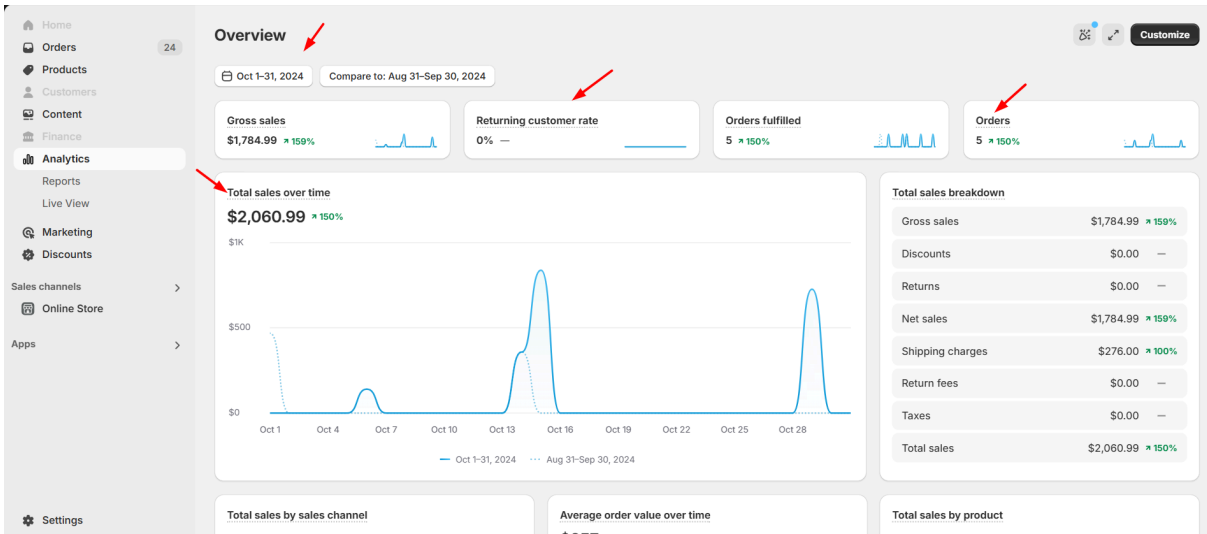
2. Budget Allocation

- November: \$6,023.46
- December: \$7,377.20

3. Optimization

- Continuous ad optimization using performance data to refine targeting, keywords, and creatives.
 - Retargeting campaigns to re-engage website visitors and abandoned cart users.
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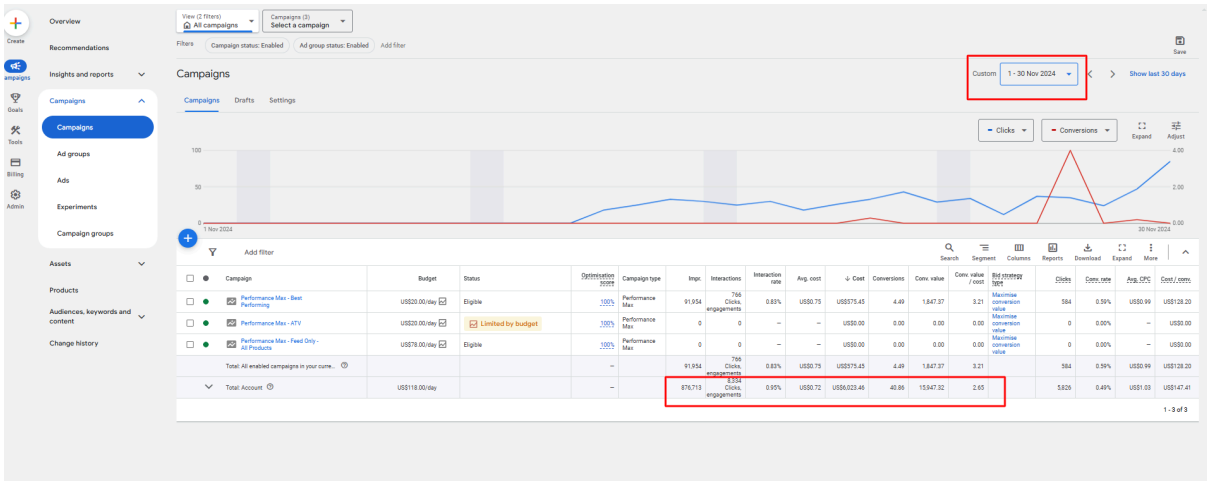
Performance October Month Without Performance Marketing

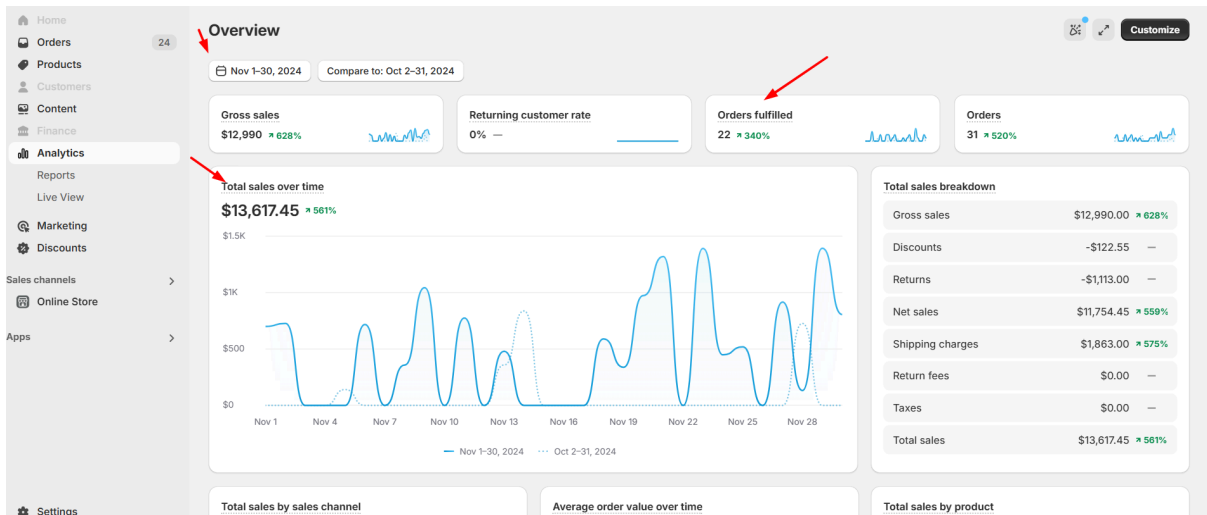


Results With Performance Marketing

1. November Performance

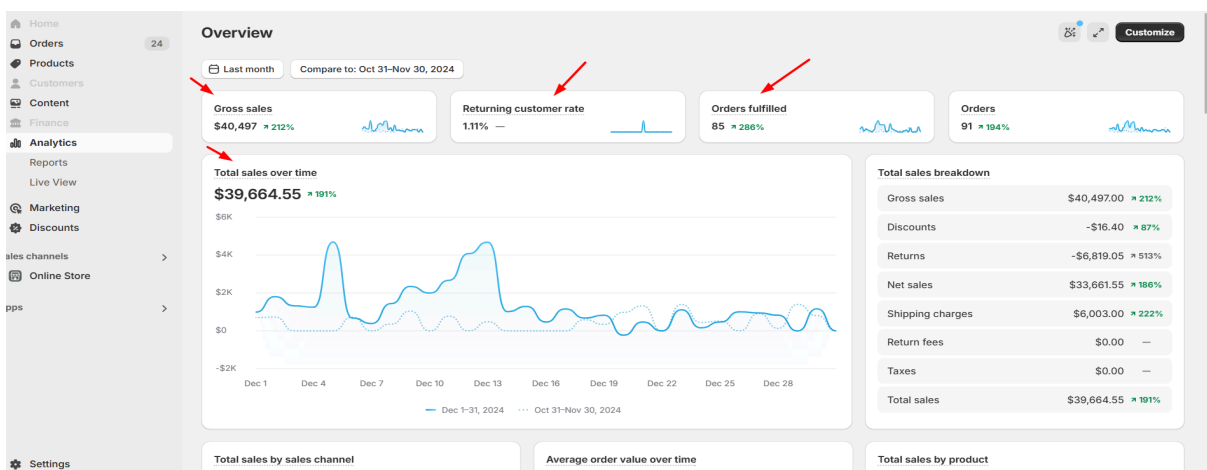
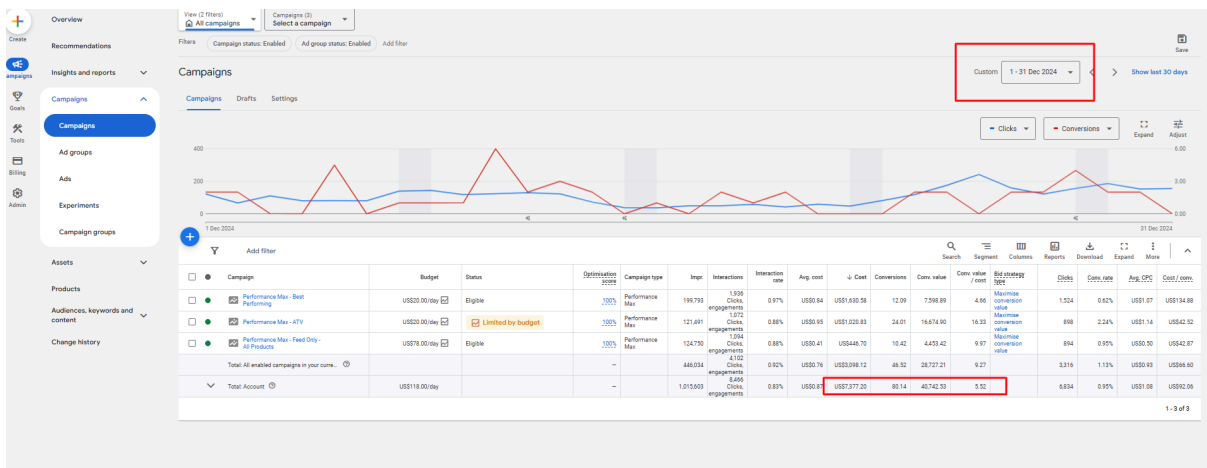
- **Orders:** 22 (an increase of 340%)
- **Revenue:** \$13,617 (an increase of 580%)
- **Ad Spend:** \$6,023.46
- **ROAS:** 2.26





2. December Performance

- **Orders:** 85 (an increase of 1,600%)
- **Revenue:** \$39,664 (an increase of 1,883%)
- **Ad Spend:** \$7,377.20
- **ROAS:** 5.38



Key Insights

1. **Scalable Growth:** Strategic investment in performance marketing directly contributed to exponential growth in orders and revenue.
 2. **High ROAS:** December campaigns achieved a remarkable return on ad spend (ROAS) of 5.38.
 3. **Optimization Impact:** Continuous optimization significantly enhanced campaign efficiency and performance.
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