OVERVIEW

Client
Online Marketplace for Renewable Energy
(eg. solar panels & solar power systems)

Campaign Length
One Year

Objectives
Increase brand awareness, drive more qualified leads to the website, increase phone call orders, and reach a minimum 5x return-on-investment (ROI) for eCommerce revenue

Total Investment
$390k+ Annually

Geography
National

Products Utilized
Programmatic Display
Streaming TV
YouTube
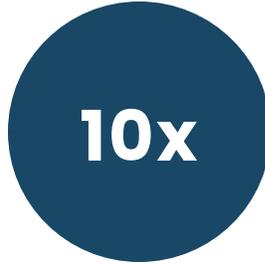Search Engine Marketing (SEM)
Organic SEO

RESULTS

The results below showcase data collected between January - April 2022.

$2MM

eCommerce revenue tracked

10x

Return-on-advertising spend (ROAS) for Google Ads campaigns

142

Online orders attributed to the Programmatic Display campaign

26%

Increase in eCommerce conversion rate

STRATEGY & SOLUTIONS

- A heavy focus was placed on targeting homeowners and DIYers with interests in green living and renewable energy
- Website traffic was monitored in Google Analytics and included reporting on week-over-week eCommerce growth. Phone call tracking was also enabled for the SEM and Google Shopping campaigns
- The display campaign has yielded 2,115 clicks and a click-through rate (CTR) of .14% (2x national avg). We've tracked 15,609 conversions including 142 confirmed online orders
- The SEM campaigns started as basic SEM campaigns, moved to Google Shopping campaigns, and now are running as Performance Max campaigns. Google has recognized our success and has asked for a case study covering the 10x ROI we currently have on Performance Max
- Streaming TV has been outperforming YouTube from a cost-per-view standpoint, but both have helped to increase organic (up 25%) and direct traffic (up 10%) since launching on March 1, 2022. YouTube is an important platform for DIYers and we've expanded our targeting to include specific channels and industry influencers
- Our team is focused on growing the budget with new initiatives for off-grid retargeting & nurture streams, targeting Cannabis growers, and setting up Weather Triggers such as power outages