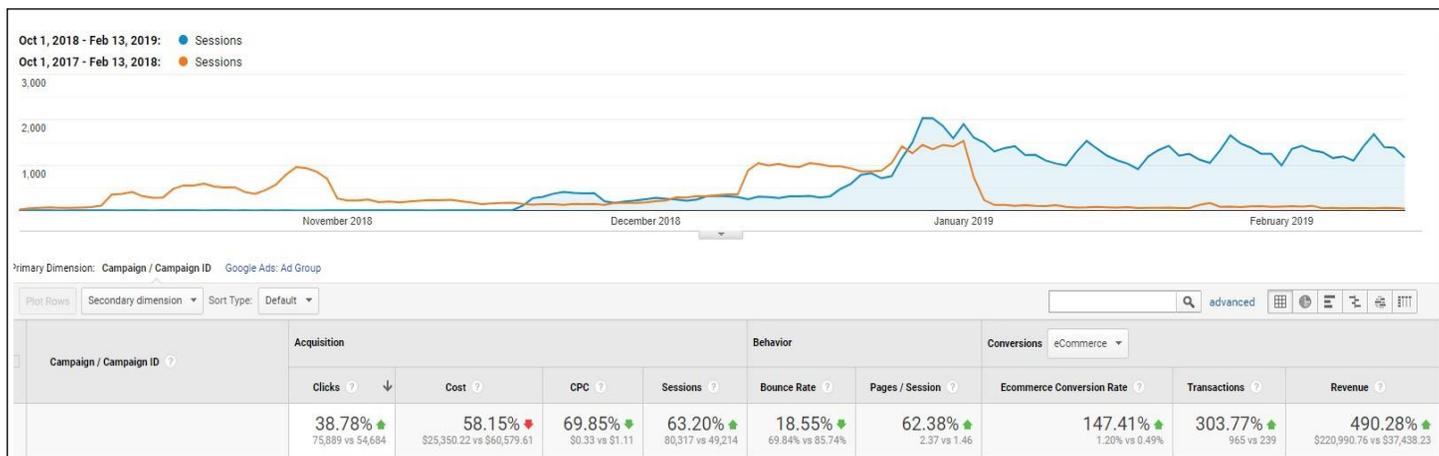


## SEM SHOWCASE

## Retail Marketing – Retailer of Winter Gear



COST PER CLICK

↑ 69.85%

\$0.33  
vs. \$1.11

COST

↓ 58.15%

\$25,350  
vs. \$60,579.61

TRANSACTIONS

↑ 303.77%

965  
vs. 239

REVENUE

↑ 490.28%

\$220,991  
vs. \$37,438.23

This client started their SEM campaigns with us in December of 2018. We completely rebuilt their shopping campaigns, utilizing more granular segmentation of ad groups and product groups. We also split high priority and low priority brands into separate campaigns. This is the first time ever they have been profitable with their SEM campaigns for this domain.