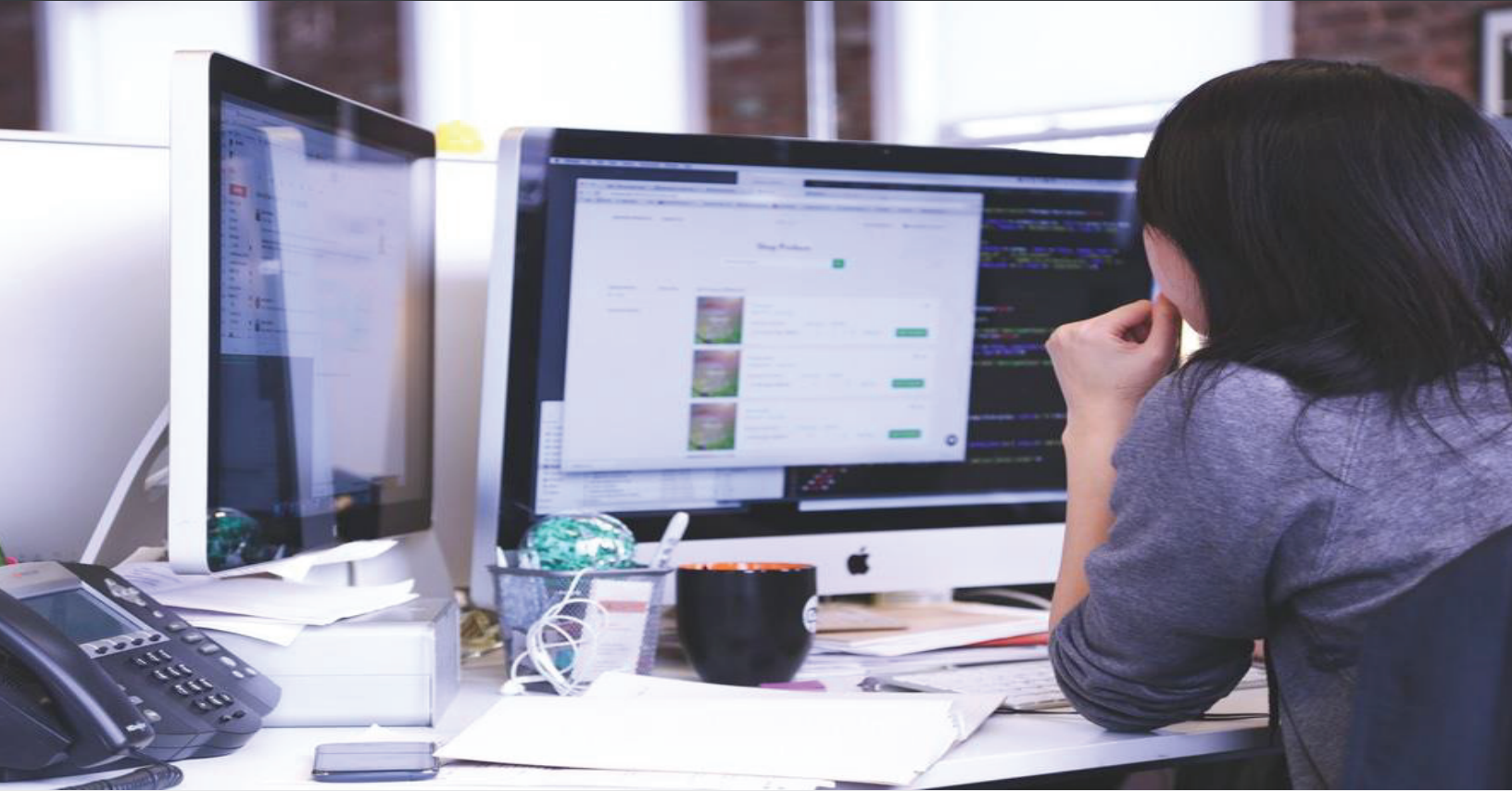


CAMPAIGN CASE STUDY



Paid Media and Conversion Optimization

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

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

Improve Paid Media Targeting and Profit Margin

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.

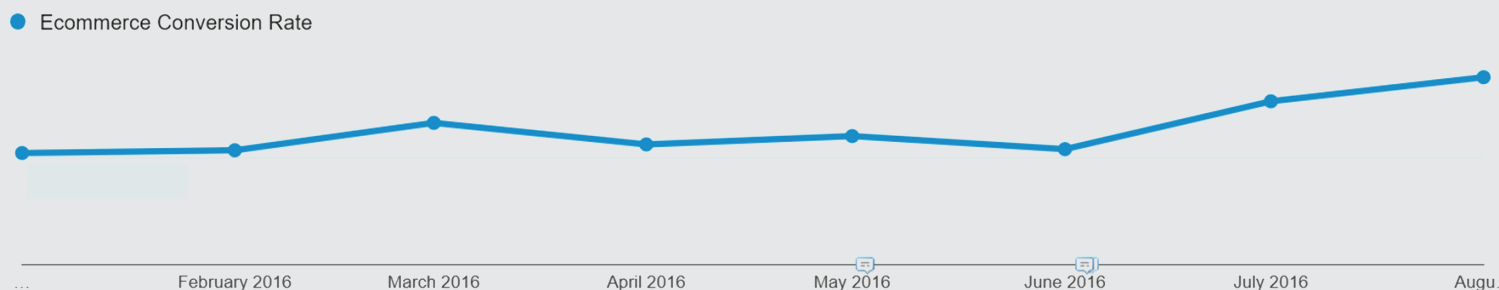
Results (Jan Aug 2016):

Increased conversion rates during engagement:

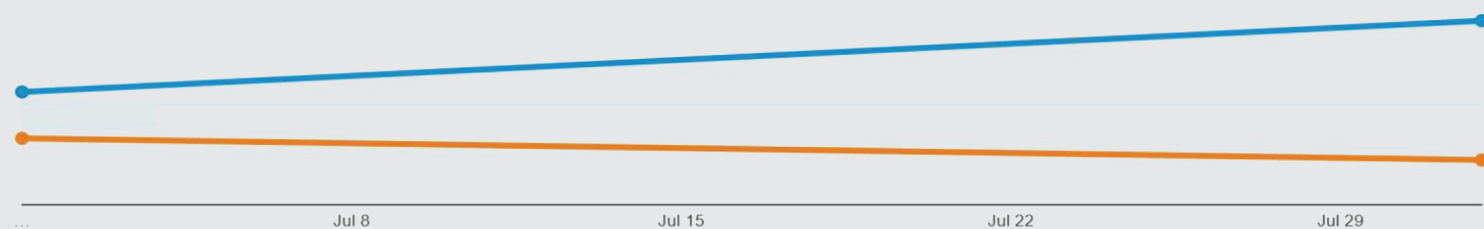
- Mobile: 110% improvement
- Desktop & Tablet: 48 % improvement

Increased revenue after optimizing traffic and purchase experience:

- Total revenue:167% YoY



Jul 1, 2016 - Aug 27, 2016: ● Revenue
Jul 1, 2015 - Aug 27, 2015: ● Revenue



Next Steps

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