

Integrating Ad Performance With Retail Sales:

A PPC Case Study

Integrating Ad Performance With Enterprise Retail Sales for 200% Growth: A PPC Case Study

By connecting the dots between digital media and sales, a multinational retailing corporation optimized their campaigns for massive growth with RevTrax.

Problem

Retail marketers often struggle to directly link in-store sales to their digital marketing campaigns. All too often, marketers plan and execute a new campaign, cross their fingers, and hope for revenue growth.

By connecting the dots from ad impressions to sales, enterprise retailers can remove the guesswork and gain valuable insights that can skyrocketed ROI.

By partnering with RevTrax®, a leading provider of personalized digital offers, and Kenshoo, a top search engine marketing firm, a large multinational retailing corporation aimed to connect front-end digital engagement and retailer redemption data. The retail giant sought to track digital offers from first touchpoint to final purchase.

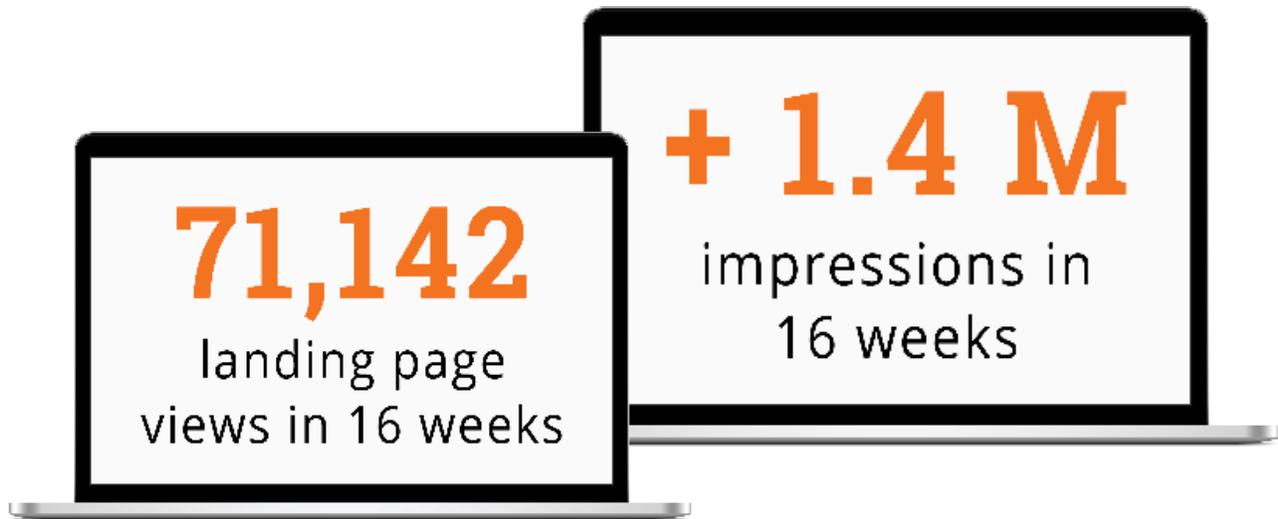
Campaign Goals Included:

1. Drive online and in-store sales.
2. Identify search keywords generating ROI.
3. Optimize paid search performance to bid more intelligently and drive higher customer conversion rates.
4. Uncover lasting insight into customer behavior and redemption patterns.

Solution

Imagine the impact you could have on marketing ROI if you possessed deep insights into your customers' online behavior. By integrating the traffic-driving force of paid search with the measurability of personalized coupons, the retailer opened the door to a high-performing digital campaign.

First, the retailer created an enticing offer: \$10 off an order of \$30 or more for their Copy & Print Program. Then to drive traffic, the company invested in paid search, partnering



with Kenshoo to bring the right customers to its website using a sophisticated keyword and creative strategy.

Once a customer activated the offer and redeemed it, RevTrax received data on shopper demographics and redemption details. By using serialized barcodes for redemption, the retailer could track engagement on an individualized, 1:1 level. This led to powerful information on who was redeeming, whether they redeemed in-store or online, and which location they visited.

Thanks to integrated keyword conversion data from Kenshoo, RevTrax could easily trace back in-store purchases to their very first touchpoint: referred keywords. The retailer then identified quick wins to rewrite ad copy and maximize clicks to its highest-performing ad targets. Data was key to refining bid policies and optimizing for the right keywords.

This helped the retail brand transform its campaign through tangible data, rather than a hunch — delivering the right offer through the highest-converting channel.

Results

The retailer's integrated digital campaign drove more coupon redemptions and skyrocketed ROI by 200%.

Furthermore, the brand saw an average weekly redemption rate increase of 9% during the 16 week campaign, with a 148% overall redemption increase. Impressively, the campaign landing page received 1.4 million ad impressions and over 71,000 visits. With data-driven ad optimizations, the average cost-per-click dropped by 11%, with two branded keywords driving over 50% in revenue.

By integrating paid search, redemption data, and trackable promotions, they increased sales while gaining new insights on high-performing tactics. The retail giant's smart campaign drove brand engagement and improved overall SEO, while revealing how online customers engage both digitally and offline.

How can RevTrax do the same for you? [Contact us today.](#)

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