

CASE STUDY

Worthington Direct PPC

Worthington Direct is an online retailer that sells a wide variety of furniture for offices, schools and churches.

WORTHINGTON
DIRECT

The company offers furniture solutions to its clients through catalogs and a large stock of products provided by nearly 100 manufacturers. Our client maintains their status as a formidable competitor in the online furniture space through their commitment to customer satisfaction, and via their 24-hour shipping promise.

Objective

This online furniture retailer came to Vizion Interactive for assistance in exploring the paid search arena, and the nearly boundless opportunities afforded by having such a wide range of products in dozens of verticals.

Marketing to so many product genres required quite a lot of **segmentation**, and required the **development of many ad groups**, and identification of keywords to be bid upon.

Solution

We lay the foundation for an easily managed paid search program by creating small, tightly focused ad groups to maximize quality scores and ad relevance. With so many products to market, and the desire to provide users with specific products to suit their needs, the

conversion funnel was tightened by deep-linking to product pages with product-specific ads.

The next step was to increase visibility through AdWords and Bing Ads placements, and via participation in Google's Product listing Ads and Bing Product listing Ads.

To capitalize on search results themselves, we used callout extensions to increase ad relevance and generate potential leads. We also used call extensions to encourage telephone orders. In addition, we used Google's sitelinks to occupy more search engine results page (SERP) real estate, and to link more deeply into the site.

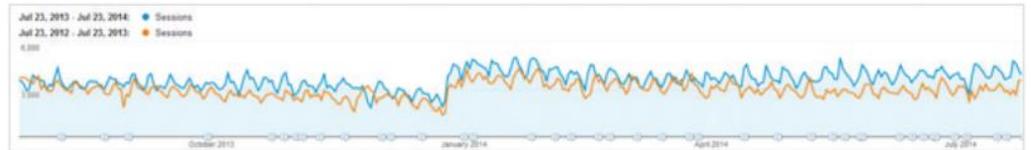
As AdWords has continued to roll out new paid search offerings, we have used these to benefit this PPC effort. One in particular - dynamic remarketing ads - was employed, whereby return visitors saw image ads featuring the products they viewed during their most recent visit to the site.

Results

Since we began managing this client's PPC efforts in 2008, we have seen **dramatic** improvement within several PPC metric categories.

34%
Savings

The average cost per click (CPC) has fallen from \$3.06 to \$2.01, a savings of 34%.



3.0
Increased
2012 – 2014

From 2012 to 2014, the return on ad spend (ROAS) increased from 1.7 to 3.0, an **improvement of nearly 100%**.

VIZION INTERACTIVE				
Month	Spend	Revenue	ROAS	
4/1/2012	\$23,896.95	\$61,247.89	\$ 1.72	
10/1/2014	\$43,864.50	\$131,705.28	3.00	

72%
Increased

Also, the average order value per month has increased by 72% with a positive shift from \$501 to \$866.



These are just a few of the metrics important to any PPC initiative, but they undoubtedly go to show the value an expertly run paid search initiative can bring. It's always our pleasure to bring these kinds of results to our clients.