



Case Study



INTRODUCTION

Here's The Story

In today's competitive business landscape, effective marketing strategies can make all the difference in a company's success trajectory. This case study delves into the journey of a client, referred to as Winter Park Cycles, and their remarkable growth spurred by strategic marketing interventions.

CLIENT BACKGROUND

Get To Know Winter Park Cycles

A burgeoning e-commerce entity, sought to enhance its online presence and drive revenue growth. With a vision to expand its customer base and boost sales, Winter Park Cycles collaborated with our marketing agency, embarking on a transformative journey to increase sales.

STRATEGIC APPROACH

The Ultimate Game Plan

Our approach effectively utilized Google shopping to prioritize revenue-driving products such as bikes and frames. Meanwhile, the remaining products were supplemented with an additional campaign. We took advantage of Facebook's ecommerce offering and launched a catalog set of ads to promote shopping and engage users with compelling videos through remarketing and prospecting.



Winter Park Cycles Smart Shopping

Bikes, Frames and Components (tires, wheels, and brakes) focused smart shopping campaign that prioritizes their highest priced and featured items.



Winter Park Cycles All Other Products

Focused on leveraging a smart shopping campaign in Google that advertised on all the smaller level products like tubeless products and shoes.



Facebook Dynamic Products Campaign

Dynamic Products Campaign - leveraged Facebook's targeting of outdoor and adventure enthusiasts, paired with a custom lookalike audience from the website, to market products on their site valued at over \$3000 or is categorized as a Bike, Frame, Wheel or Component.



Facebook Video Branding Campaign

Positioned Winter Park Cycles to a niche audience composed of people who are interested in various biking areas. The goal of this campaign was to build an initial touchpoint to flow into our shopping and remarketing campaign in Google and Facebook

Key Performance Indicators

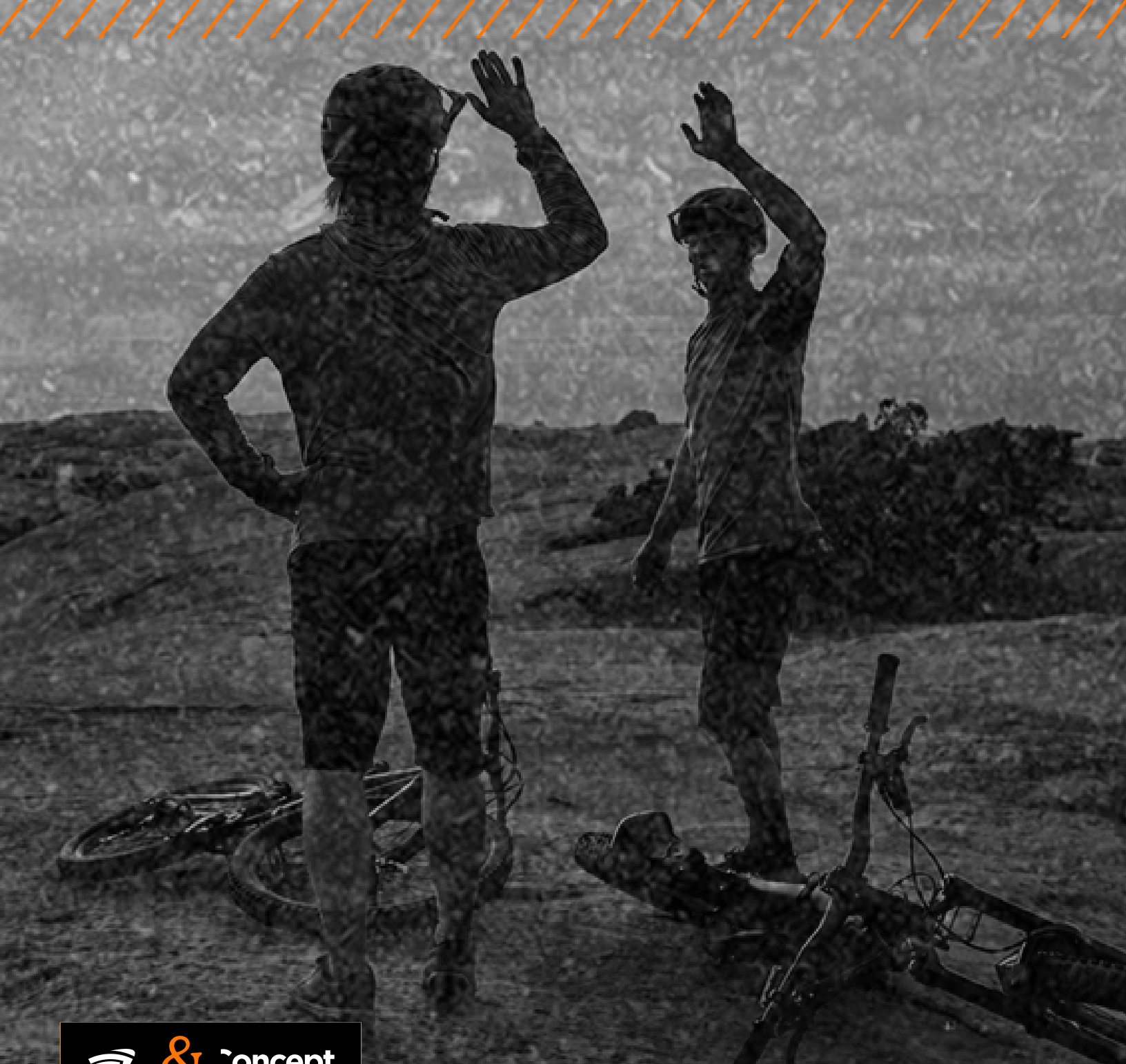
To make impactful optimizations and showcase the campaigns' success, our team drove home the following KPIs:

Total Orders

Total Revenue

Website Traffic





IN CONCLUSION

Pushed The Needle Forward

By leveraging data-driven insights, targeted campaigns, and ROI-focused strategies, we enabled Winter Park Cycles to achieve remarkable milestones, propelling them towards a trajectory of sustained growth and market leadership.

As Winter Park Cycles continues to evolve and expand its footprint in the e-commerce landscape, our partnership stands as a testament to the power of innovation, collaboration, and strategic foresight in unlocking the full potential of marketing and business success in today's digital age.

RESULTS

Soared Past The Finish Line

Stats On Total Orders Placed

66%
Increase

Over 1,000 orders placed in 6 months of our contract start date, an increase of 66% from the previous period

340
Orders

Increase total orders placed by over 340 orders in 6 months

Stats On Revenue

36%
Increase

Increased revenue from marketing channels by over \$100k, 36% increase in 6 months from the previous period

\$2,500
Daily Revenue

Average daily net revenue grew to over \$2,500 since we started paid marketing for Winter Park Cycles

2,158%
Avg. ROAS

With a ROAS of 2,158%, our client saw an average return of \$21,58 per dollar spent on marketing.

Stats On Web Traffic

161%
Traffic Growth

Over 28K new visitors came to Winter Park Cycles site from May-December of last year, helping website traffic grow 161% year over year

106%
Increase

Year over year, they saw an increase in purchase behavior as well. 106% more items viewed.

165%
Cart Adds

There was a staggering 165% more items added to cart

100%
Purchase Rate

Impressively, there was a substantial 100% spike in the number of items purchased.

“We were referred to Concept during our onboarding with HubSpot. That went so well that we decided to engage their digital marketing services, as well. The return has been much, much better than expected. We have since expanded our scope of work with them even further. Highly recommend the Concept Team.”

Ward Bates

Winter Park Cycles