



THINK · DIGITAL

## Welcome to the un-agency.

We think of ourselves as "the un-agency" because we focus on delivering business results for our customers, not just impressions and clicks. We believe that we succeed when our clients succeed, so we make that the foundation of every relationship.



### Case Study: Google Shopping Deployment

## Objective

Develop and deploy a comprehensive digital media strategy, including Google Shopping, for a mid-market commercial mats/plastics organization to acquire net-new customers at a strict cost-per-acquisition target.

## Approach

Think Digital worked with clients' eCommerce platform to extract current product feed and translate feed into applicable form for Google Shopping ads. Once live, campaigns were rigorously deployed using a test and learn approach to determine best bidding strategy to acquire net-new customers. Ongoing campaign optimizations, including keyword optimizations and additions within the product feed, helped to achieve cost-per-sale targets while aggressively scaling campaigns.

## Results

Significant performance improvement

- **183% ROAS**
- Incremental **41% Net-New** Customers



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