

TWENTY TWENTY THREE

# OFF-ROAD CASE STUDY.

# ADS.

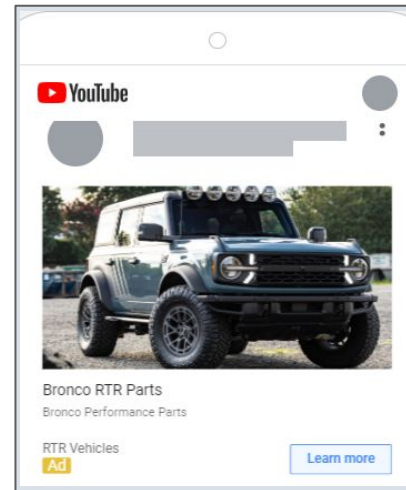
## OFF-ROAD CLIENT

DIGITAL ADVERTISING MANAGEMENT

### OVERVIEW:

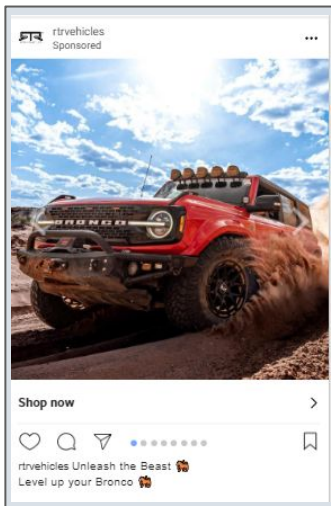
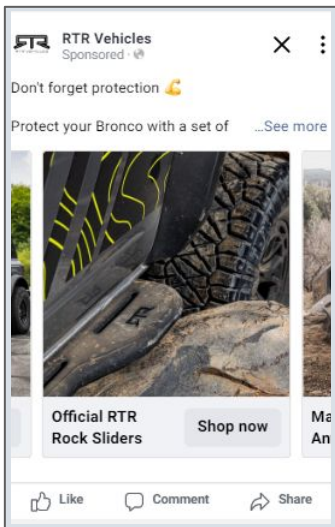
Our Ads Team took on the challenge of transforming the fortunes of our off-road wheel clients within a tight 90-day window. The results speak for themselves, with a staggering 56.7% increase in meta revenue, along with an impressive 89% boost in Google search revenue to date.

This case study sheds light on the strategies and tactics employed by our team that led to these exceptional outcomes, highlighting the importance of combining lifestyle assets with product-focused content to drive efficient conversions and audience acquisition, all while maintaining a remarkable Return on Ad Spend (ROAS) of \$5.72.



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### SUCCESS METRICS

- x 56.7% Increase in Meta Revenue
- x 89% Growth in Google Search Revenue
- x Effective Mix of Lifestyle and Product-Focused Content
- x Efficient Conversions and Audience Acquisition
- x Impressive \$5.72 ROAS

# EMAIL/SMS.

## OFF ROAD CLIENT

EMAIL/SMS PROGRAM IMPLEMENTATION  
EMAIL/SMS MARKETING STRATEGY  
INTEGRATION AUDIT & CONNECTION

## OVERVIEW:

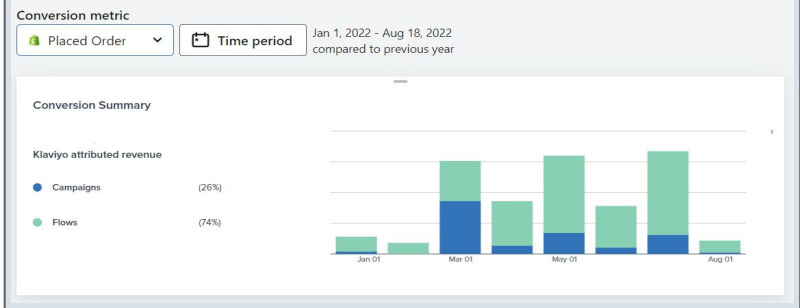
Several of our off-road vehicle clients need assistance with their email and SMS programs. We were able to implement several multi-stage email flows for their welcome series, browse, cart and checkout abandon as well as post-purchase flows for client retention.

By designing branded templates, unifying the user experience, increasing campaign sends and adjusting for best practices email flow recipients have increase by 55.07%. YTD email flows account for 67% of their email revenue.

## SUCCESS METRICS

- x Multi-Stage Email Flows Implementation
- x Branded Templates and Unified User Experience
- x Increased Campaign Sends
- x 55.07% Increase in Email Flow Recipients
- x 67% of Email Revenue from Email Flows
- x High Click Rates Above 10%

## YOY CAMPAIGN CONSISTENCY COMPARISON



### BEFORE

### AFTER

### SUCCESS METRICS

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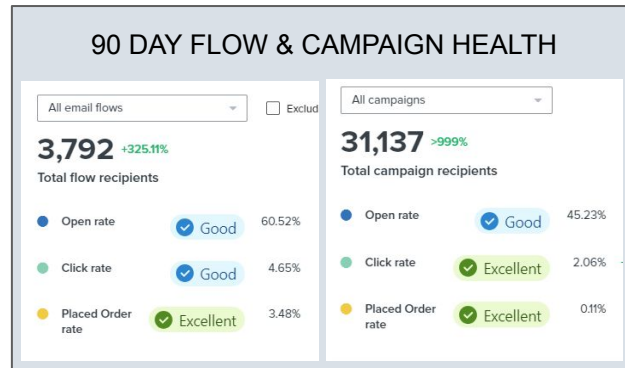
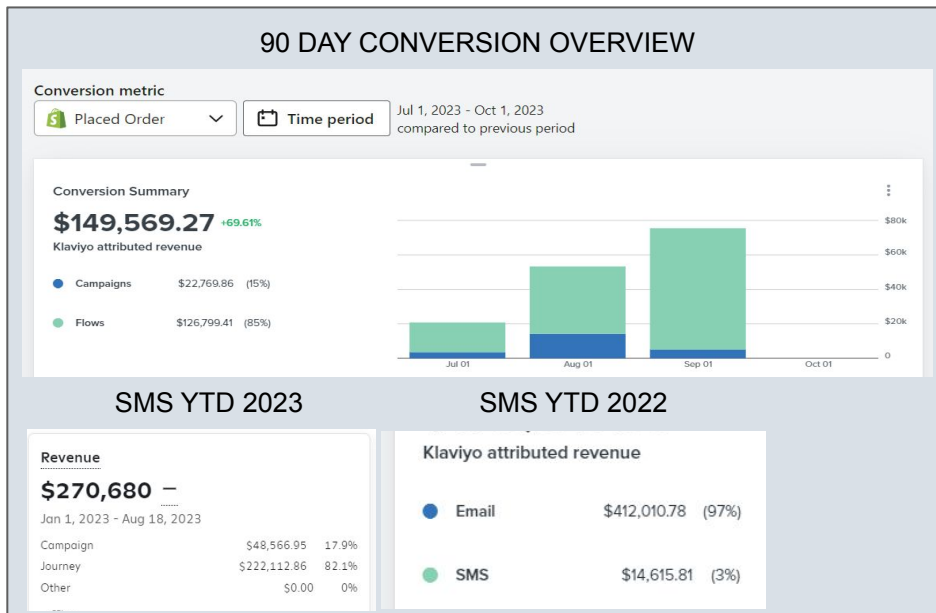
## SXS CLIENT

EMAIL/SMS PROGRAM IMPLEMENTATION  
EMAIL/SMS MARKETING STRATEGY  
INTEGRATION AUDIT & CONNECTION

## OVERVIEW:

Another of our off-road clients took our recommendation and moved over to a better SMS platform for their size, where we were able to design and implement flows the same way we would with email. Using attentive we set up unique landing pages for both organic sign-ups and events for lead-generation. YTD in 2022, SMS flows and campaigns combined accounted for \$14k in revenue. Today we're sitting at \$270k with click rates well above 10%.

In addition to improving the SMS program, we set up email flows, created information based campaigns for their various product lines, and increase campaign cadence to generate over 149k in 90 days (an increase of 69.61%). Their flows boast an open rate of 60.52%, a click rate of 4.65% and a placed order rate of 3.48%.



## SUCCESS METRICS

- x Transition to a Better SMS Platform
- x Seamless Design and Implementation of SMS Flows
- x Unique Landing Pages for Lead Generation
- x Revenue Growth from email & SMS Marketing
- x High Click Rates Above 10%
- x Flow open rates above 65%
- x POR above 3%