



Revenue Driven:

ENTERPRISE FLASH SALE FOCUSED ECOMMERCE SITE

In the fast-paced business model of flash sales and limited time sales, creating an efficient process to scale performance marketing campaigns is imperative. Northern Commerce's expertise in performance marketing and eCommerce platforms were utilized to grow the client's business by driving more sales at a lower cost.

Northern Commerce leveraged their expertise to derive actionable insights across hundreds of campaigns that were used to improve campaign performance, reduce management time, drive more sales and reduce the client's cost per acquisition. Building upon the client's previous success with Facebook ads Northern Commerce grew the sales over 300% while reducing the cost per acquisition by 15%. Pushing the client's sales even higher Northern Commerce implemented a Dynamic Remarketing strategy, custom Data Feed, rebuilt the clients search strategy and built out Shopping Campaigns on Google & Bing ad platforms.

HOW WE DID IT:

- ▶ Custom built Data Feed for Facebook, AdWords, and Bing
- ▶ International Shopping Campaigns for US, UK, CA, AUS
- ▶ Dynamic Remarketing & Cross Selling
- ▶ Continuous optimization, testing and adoption of cutting edge channel features

↑ **300%**

FACEBOOK SALES

↓ **15%**

FACEBOOK CPA

↑ **34%**

LEAD VOLUME

↑ **15%**

CLICKTHROUGH RATE
(SEARCH)

Google Bing facebook