



Customer Acquisition:

GEEKY MERCHANDISE ECOMMERCE STORE

With the client looking to turn their momentum into hyperdrive while working within their Cost Per Acquisition goals Northern Commerce expanded their seven figure marketing budget over 200% while working within the CPA targets. Northern Commerce developed a rigorous campaign build out and testing processes that worked to scale the account while meeting established target CPAs. Northern Commerce's expertise across the various search and display channels was used to develop a digital marketing mix that worked synergistically to drive more sales and allocated budget more effectively according to its attribution in the purchase funnel.

After establishing a solid foundation and management structure for paid media initiatives, Northern Commerce tremendously scaled the client's marketing initiatives within CPA targets. When driving into the broader market, both a strong strategy and great execution are needed to reach the right customers and drive results for your business.

↑ 200%

MEDIA SPEND

✓ ATTAINED

CPA TARGET

↓ 65%

ADWORDS CPA

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