



Outdoor World offers high-quality, solution-based wear, outerwear, supplies, and accessories for men and women who lead a hands-on lifestyle and who value quality. Their marketing incorporates storytelling that conveys the uniqueness of their products in a distinctive, fun way sold through their content-rich website, catalogs, and “store like no other” retail locations.

At Web Sprout, we are transforming the measure of marketing success. Our measurement approach is grounded in Enterprise Marketing Return (EMR) – a metric and philosophy we pioneered. This methodology includes the measurement of store and eCommerce sales and adds in customer value, profitability, and incrementality. The mix of these measures creates a holistic, enterprise view of the impact marketing is having on the total business. When moving from optimizing to ROAS to EMR, client's remix between 25-40% of their marketing spend and experience a 25% increase in return on their marketing spend. We set up every campaign with EMR in mind, to drive the best performance for clients to reach their goals in a scalable way.

Heading into Holiday 2020, retailers experienced shoppers heading back to stores compared to the peak COVID online shopping behaviors experienced the year prior. The client's business objective was to exceed holiday Enterprise sales by deploying innovative, customer-centric strategies to meet customers where they were shopping and scale revenue YoY. To drive YoY growth, we needed to increase sales for both existing customers and sell to new customers. Our biggest challenge to overcome was user behavior shifting from online to store shopping, causing our previously highly efficient Brand search volume to decline YoY. We got creative with our search mix and approach to make up for the volume decrease and drive significant growth YoY. We used EMR to inform which tactics would help us drive enterprise sales (online + in-store) to fuel overall business growth by capturing customers where, and when, they were shopping.



We utilized a multi-faceted, search strategy to drive acquisition and increase retention. To support expanded channels and tactics, we worked closely with the Outdoor World team to align creative refreshes and audience focus. The mix included:

- **Brand Text Campaigns:**
Used smart bidding to maximize brand volume as competitors ramped up bidding and mitigate rising CPCs.
- **Non-Brand Text Campaigns:**
Expanded reach by utilizing Broad match to capture new relevant searches. Continued to scale DSAs to scale volume on new searches not captured in our keyword list. Combined RSAs with customized ad copy to incorporate the most recent promotional calls to action to scale engagement.
- **Smart Shopping:**
Expanded YoY growth with Smart Shopping's scale across networks. Used conversion value rules to push harder into acquisition by adding value to new customers to prioritize spending against this audience group.
- **Discovery & Smart Display:**
Used push messaging across both Display and Discovery as a retention tactic to re-engage existing customers. Refreshed creative across both campaign types to keep the messaging engaging.
- **YouTube:**
Targeted a mix of new and existing customers across both video action conversion action and bumper campaigns. Within conversion action campaigns, we incorporated the product feed to serve product listings within the video ad units. This had a significant impact on engagement as we doubled CTR YoY with click-to-product listings being the main driver of site traffic. We balanced conversion action campaigns with shorter non-skippable bumper campaigns to drive efficient CPMs at scale. Across both campaign types, we leveraged brand lift studies to measure customer impact.
- **Local Campaigns:**
We ramped up a consistent Local presence during Q4 to support the consumer trend of users returning to stores.

Results:

- During Q4 2021 we increased Google reported online revenue +7% (+\$3.9M) and store visits +91% (+229k) despite declines in both Brand search online revenue and store visits. The drop in Brand search aligned with a decline in digital searches as shoppers went in-store.
- Local Campaigns drove over 60% of the total store visit growth YoY at the lowest cost per store visit.
- To offset the YoY Brand search trends, we invested in other channels to drive the remaining online revenue +33% (+\$5.2M) YoY.
- Consistent with the revenue trend, Shopping and YouTube were the main drivers of the traffic growth.
- In Shopping, we found efficient traffic growth by expanding the reach out to Smart Shopping with added network coverage.
- On YouTube, enabling Product Listings drove over a 2X increase in CTR engagement to drive traffic volume and lower CPCs.
- To support store, we ramped up a consistent Local Campaign presence during Q4 to support the consumer trend of users returning to stores.

