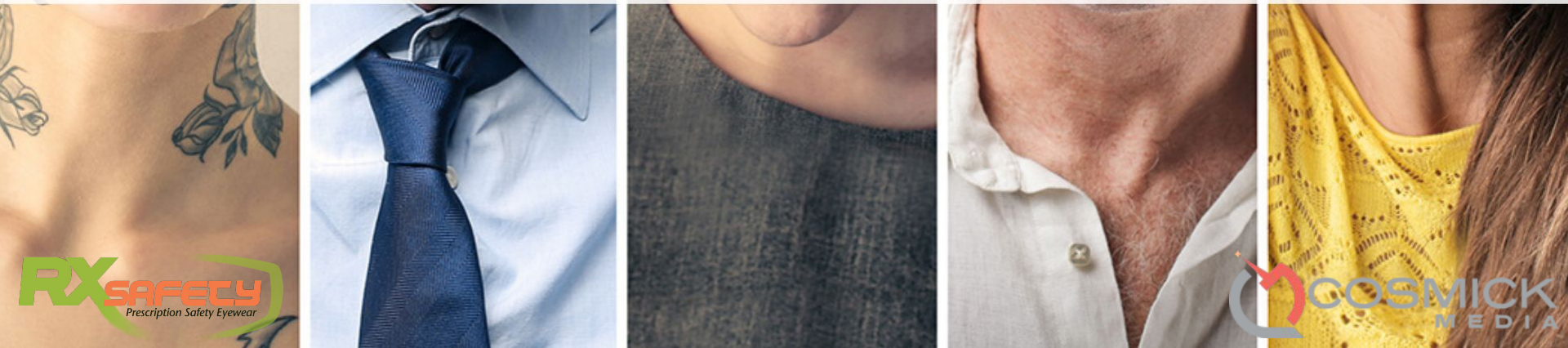


# Driving Online Retail Sales with Google Ads and Facebook Ads





## Drive Online Retail Sales with Google Ads

Our Google Premier Partner status ensures your business will work alongside a highly certified and experienced representative. Need help promoting your E-commerce website? No problem. Our Google Shopping certified reps are up for the challenge.

### The Challenge

To increase online retail sales for numerous prescription safety glasses and prescription eyewear while lowering the cost per purchase.

### The Approach

Use a new campaign structure that focused on appropriate budget allocation towards the most important and profitable prescription safety glasses and prescription eyewear. Once broken out, continual optimization of search term traffic to reduce or eliminate spend on high cost/low converting keywords, device bid adjustments, and testing of new automated bid strategies to find the right mix.

### The Results

RX-Safety experienced a significant increase in online retail sales (conversions), conversion rate, impressions and clicks at a much lower cost-per-purchase than prior to working with Cosmick Media. This outcome has allowed the client to invest more funds into the online promotion of different product lines through various Google platform offerings.

42%

Decrease in Cost  
Per Purchase

30%

Increase In Online  
Retail Sales

3X

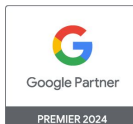
Impressions

114,202

In-Market Website  
Visitors



Sources: Google Ads, Google Analytics, Call Tracking Metrics, Client Testimonial  
Date Range: May 2019 - December 2019





## Drive Online Retail Sales with Facebook Ads

Looking to accelerate your E-commerce success through the Facebook Platform? You're in luck! Our Blueprint Certified Media Buying reps and Marketing Partner Agency status ensures your business will be in good hands.

### The Goal

Boost online sales through a variety of Facebook, Instagram and Audience Network ads for numerous prescription safety glasses and prescription eyewear. The client wanted to focus solely capturing their "lowest hanging fruit" and serve ads to consumers who have previously shown interest in specific products on their website. This tactic was not being done in the past, so they saw this as a huge opportunity to increase purchases.

### The Solution

We wanted to put the client's extensive product catalog to good use. We decided to use dynamic ads which would allow our client to show people carousel and collection ads featuring the products they have already shown interest in. We implemented a dynamic catalog sales campaign targeting past website visitors who previously looked at specific products on the website and abandoned their shopping cart. These consumers were served ads featuring browsed products and other products similar to them. "Shop Now" buttons in the ads made it easy for people to make a purchase, right then and there.

### The Success

RX-Safety experienced a significant increase in online retail sales from the Facebook Platform. In addition, there was a drastic increase in their Return on Ad Spend (ROAS) due to the implementation of dynamic product ad campaigns. This outcome has allowed the client to invest more funds into the online promotion of different product lines and brands through various Facebook Platform offerings.

1441%

Increase in Online Purchases

797%

Increase in Purchase Conversion Value

8.5X

Return on Ad Spend (ROAS)

232,001

In-Market Reach



Sources: Facebook Ads, Google Analytics, Client Testimonial  
Date Range: May 2019 - December 2019 vs. May 2018 - December 2018





*Cosmick Media is a top-notch company. They developed a new custom e-commerce website with advanced functionality for me along with implementing and managing a SEO, PPC, and Facebook marketing program. They do what they say in a timely fashion and provide excellent customer service. Most of all, they helped my company grow in revenue. My website and marketing program was a major undertaking and quite advanced. If you have a large project that needs to be done and expect the best, then go with Cosmick Media.*

Ryan Phillips, Vice President/RX-Safety

