



# Search Innovation Case Study

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## EXECUTIVE SUMMARY

This case study was created to show the benefits of partnering with an AdWords agency that offers programmatic technology coupled with the aid of knowledgeable specialists. This study presents the paid search challenges of a US eCommerce company, Artisan Hardware, a barn door and hardware company with the goal to create an online experience for customers to make it feel like they are purchasing from a local store down the street. The study shows the plan that Finch, their chosen paid search partner, implemented to resolve their challenges and make their search channel profitable. Over the course of this study, Artisan Hardware's search campaign revenue increased a staggering 540.99%\* while reducing the cost of sales by -60.64%.\*

## RESULTS OVERVIEW

Compared YoY Q3 2015-Q3 2016

SEARCH	
Revenue*	<b>+541%</b>
Cost of sales*	<b>-61.6%</b>
Impressions*	<b>+239%</b>
Clicks*	<b>+138%</b>
Conversion rate*	<b>+194%</b>

“We first started with Finch after cycling through a number of advertising firms that made big claims but delivered small results. Finch has been consistent and transparent from day one in an effort to increase sales and save money. They have been proactive in providing detailed analytics and strong performance metrics to make decision making easier for us. Ours has been a true and effective partnership.”

Chase Norton, Founder & CEO

## CHALLENGE

Artisan Hardware's overarching challenge was to become more efficient in both their paid shopping and paid search channels while continuing to grow their overall business. At the same time, they needed to keep tight control of their costs.

They were successful at bringing traffic to their website, but their cost of sales was making them unprofitable. They struggled with their keyword bank and needed a more stable solution. They needed help driving the right traffic to the right products on their website to increase revenue and improve their cost of sales.



## SOLUTION

To get Artisan Hardware profitable in their paid search channel, Finch's proprietary algorithm was needed to do the heavy lifting by reorganizing the campaign structure to be as granular as possible. This means that each keyword is given its own ad group with its own corresponding bid and conversion history, device modifier and remarketing audience.

Once in place, Finch optimized their bidding structure and improved overall performance. Finch's solution included Finch's Dynamic Search Term Insertion (DSTI) feature. This feature creates new keywords based on converting search queries in order to grow the keywords in the account. This ensures that paid text ads are being displayed for the search terms that have led to purchases in the past.

In addition, adding negative keywords, testing new ad copy and optimizing RLSA bids also helped achieve success in the client's paid search campaigns. Lastly, the Finch technology was able to maximize the profitable areas as data was gathered over time and lessen the impact of those keywords that were bleeding revenue.

In order to keep up with Artisan Hardware's evolving goals as a company, as well as to stay abreast of changes to both AdWords features and the paid search marketplace as a whole, Finch and Artisan Hardware met bi-weekly to assess the campaigns, look at implementation needs and plan future strategy.



## OUTCOME

YoY growth for Artisan Hardware's Google search campaign was measured by comparing Q3 2015 to Q3 2016. Traditionally a slow quarter for Artisan Hardware it makes for an exceptionally interesting study. Additionally, Q3 2015 was the quarter before Finch began optimizing for the company November 11, 2015.

Once Artisan Hardware and Finch partnered, campaign results improved dramatically. In one year's time, Artisan Hardware saw an increase in revenue from their search campaign to be a staggering 540.99%.\* During this same time frame cost of sales decreased by -60.64%.\*

Standard metrics of clicks, impressions and CTR were also measured during the course of the study. The data shows that clicks and impressions grew +137.61%\* and +238.94%\* respectively but CTR decreased -29.90%. Digging deeper, even though the CTR lowered, overall conversion rate increased 193.50%. This shows that Finch and Artisan Hardware's joint strategies succeeded in improving overall campaign efficiency, building the channel into a profit center while serving the right ad to the right customer at the right time. Due to the success of this campaign, Artisan Hardware is looking to expand its reach into the Google Display Network and YouTube.

Artisan Hardware has seen their search performance increase, costs decrease and conversions soar, accomplishing the goal of becoming not only extremely efficient in the channel, but also profitable. Artisan Hardware's Founder and CEO, Chase Norton says, "We first started with Finch after cycling through a number of advertising firms that made big claims but delivered small results. Finch has been consistent and transparent from day one in an effort to increase sales and save money. They have been proactive in providing detailed analytics and strong performance metrics to make decision making easier for us. Ours has been a true and effective partnership."

Artisan Hardware has seen their search and shopping performance increase, costs decrease and conversions soar accomplishing the goal of becoming not only extremely efficient in the channels, but also profitable.

Compared YoY Q3 2015 - Q3 2016

\* Information gathered from Google AdWords