

Stormberg Significantly Increases Top-of-Funnel Traffic and Conversions by Using the **FINCH** Platform for Display and Full-Funnel Optimization.

FULL-FUNNEL PAID MEDIA OPTIMIZATION POWERS METRIC-DRIVEN DISPLAY WHILE INCREASING SEARCH AND SHOPPING PERFORMANCE.

CLIENT GOALS

Overhaul Display efforts; optimize for full-funnel Display. Utilize audience data from Search and Shopping campaigns to better target audiences while using data/insights to drive conversions

CHALLENGE

Stormberg has been in business since 1998--thus, they were no stranger to digital marketing. However, when the online retailer began expanding their offerings via Display advertising, they noticed their efforts were lagging. Not only was the company not realizing a steady ROAS from their investment, but there was also a major problem with a lack of transparency.

Stormberg's paid media team felt there was too much of a mystery as to how their Display spend impacted their campaigns--and ultimately, their bottom line. Stormberg initially launched a traditional "spray-and-pray" approach with non-specific targeting; consequently, the lack of granularity and transparency generated lackluster performance. They needed a strategy that would provide quick results that drove top-of-funnel traffic. Ideally, they needed to re-imagine their approach and tactics with Display in order to capture more market share.



RESULTS OVERVIEW

Full-funnel Display approach achieved 88% total revenue growth for Search, Shopping, Display.

These results were achieved while maintaining a stable ROAS.

In 2019 Display contributed 23% of total revenue.

Search and Shopping revenues increased by 53% and 23%, respectively.

Brand Traffic increased revenue by +45%



SOLUTION

Stormberg initially used the **FINCH** platform to power its Paid Search and Shopping campaigns on Google. After two years of successful channel operations in both channels, Stormberg turned their attention to Display. Since Stormberg had so much historical conversion data from Google, the **FINCH** platform used Stormberg's granular, historical data to power Stormberg's Display channel.

Additionally, **FINCH** used an extensive remarketing list setup derived from Search and Shopping campaigns to power this Display campaign. Due to the organized data, the platform was able to collect precise insights on where the user(s) had interacted and how close they got to a conversion. Our Customer Success Manager (CSM) created a remarketing list for the customer journey and tracked any time passed since visiting Stormberg's site.

Our CSM started with 44 different audience lists and added more, continuously. The **FINCH** Platform managed bids for all of these lists automatically. Additionally, the **FINCH** platform automated device modifiers as well. To make the campaign more effective, we added several in-market and affinity audiences. The **FINCH** platform used the collected data to set the right bid modifiers for each list. These sets of information allowed us to better target top-of-funnel traffic for Stormberg.

Instead of targeting a campaign with an exact audience list and static bidding, we dissected the data. Each single ad group operated for an individual set of relevant audience lists. Not only did we optimize Stormberg's Display channel, but we also scaled it. By harnessing Stormberg's Search and Shopping data, our CSM built in-market and affinity audiences to find users searching for similar products to Stormberg's. By utilizing insights reporting, the **FINCH** platform optimized for conversions and return on ad spend, while increasing Stormberg's target group.

After adopting a full-funnel approach, Stormberg's total revenue growth (Search, Shopping, and Display) reached 88%. They achieved these results while maintaining a stable ROAS.

In one quarter of 2019, 23% of Stormberg's total revenue came through Display.

Revenue from Search (+53%) and Shopping campaigns (+23%) drastically increased as well. Both channels' success is attributed to the success in Display marketing.

Brand traffic increased revenue by 45%.

OUTCOME

By optimizing Stormberg's Display channel and utilizing full-funnel tactics, not only did the **FINCH** platform dramatically improve channel ROAS--but also, it improved the entire company's bottom line. The **FINCH** platform improved Stormberg's total revenue (via Search, Shopping, and Display) by 88%. It achieved these results while operating at a stable ROAS.

More importantly, Stormberg's Display channel clearly drove the majority of this growth. Stormberg experienced virtually zero revenue gains through their spend in 2018. Whereas, in 2019, almost one quarter (23%) of the total revenue came through the Display channel alone. Due to **FINCH's** full-funnel optimization strategy, Stormberg also achieved a 53% revenue growth in Search, complemented with 23% growth in their Shopping campaigns.

Lastly, by employing a full-funnel approach (in conjunction with a branded traffic strategy) the campaign resulted in 88% revenue growth. Overall revenue from branded Search increased by 45%. Stormberg's marketing team revolutionized their Display channel by ditching the "spray-and-pray" approach and adapting to a highly-targeted, customized approach. Not only did the unique, **FINCH** strategy drastically improve Display, but it also greatly impacted Search and Shopping via full-funnel optimization.



FINCH has been a trusted partner for Stormberg for many years. Over the past year, we have increased collaboration with **FINCH** and they have delivered tremendous revenue growth in Norway, Sweden, and Finland. **FINCH** has been a valuable strategic resource through our excellent account manager. We appreciate the automated bidding and placements that performs exceptionally well and this continues to drive revenue within a healthy profit margin. **FINCH** has been helpful customizing material and facilitating training sessions that, in turn, increased our Search and Display knowledge. In 2019, Stormberg looks forward to continued Search and Display tactics from **FINCH**.



—Maarten Berge,
Technical E-Commerce
Manager Stormberg



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