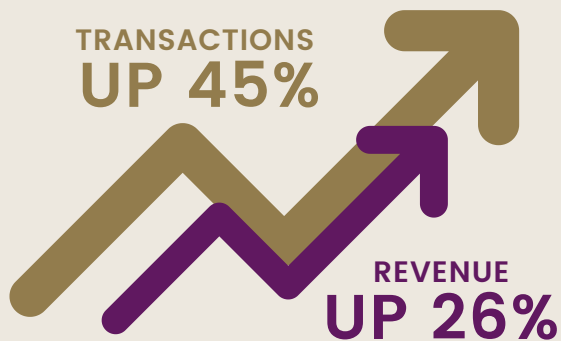




PAID DIGITAL CASE STUDY

Lodestar Marketing Group achieved a significant increase in online purchases, revenue, and ROAS through a robust, multi-touch digital marketing campaign.

RESULTS



LODESTAR MARKETING GROUP ACHIEVED A 45% INCREASE IN TRANSACTIONS AND A 26% INCREASE IN REVENUE IN THE FIRST YEAR.



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group

INTRODUCTION

This high-end dog gear company sells directly to consumers through their own website, as well as through Amazon, and at retailers across the United States and Canada. They set an ambitious goal to raise direct-to-consumer e-commerce sales to 30% of their total revenue within three years. Despite numerous digital marketing tests, they struggled to achieve this goal without compromising their ROAS targets.

SOLUTION

Lodestar Marketing Group devised a comprehensive digital marketing strategy centered on top-of-funnel awareness campaigns. These initiatives enhanced traffic and sales through brand searches, organic searches, direct traffic, and shopping campaigns. By implementing this model, the company successfully increased its digital marketing budget, driving substantial top-line revenue growth within its ROAS goals.

CONCLUSION

In the first year, Lodestar Marketing Group achieved a 45% increase in transactions and a 26% rise in revenue. By the second year, the company was well on its way to reaching its e-commerce revenue target. Furthermore, Lodestar's status as a Google Premier Partner provided access to numerous Beta invitations, ensuring the company stayed ahead of its competition.