# 9 WAYS
TECHNOLOGY

# KOOLKASE

## Services

- Shopify Development
- B2C Retail Marektplace

## Objectives

To develop an interactive and competent Online Shopify Store for driving Sales and Revenue

" Working with Click during this launch helped us scale considerably on YouTube... they regularly keep us up to date with all of the latest developments from Google, as well as access to beta tests and new platform features that have helped us meet our marketing goals."

## About **Koolkase**

Koolkase is USA's No.1 Branded & Licensed Tech Phone Cases & Accessories shop where you can find all iphone accessories of world's known Brands.

## The Challenge

9 ways worked towards a key performance indicator (KPI) of cost-per-lead (CPL) requested by the client, we also looked at the typical buyer personas of who would be interested in Koolkase products as well as exploring different audience.

## How We Helped

9 ways decided to implement the broad match keywords to tap into more queries and attract incremental traffic to Koolkase website. To begin with, smaller campaigns were placed live, and monitored over a 2 week period. The results were an immediate success, with an increase in conversions at strong ROAS.

We consistently saw strong growth in both revenue and ROI. We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold. We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit

# Stats

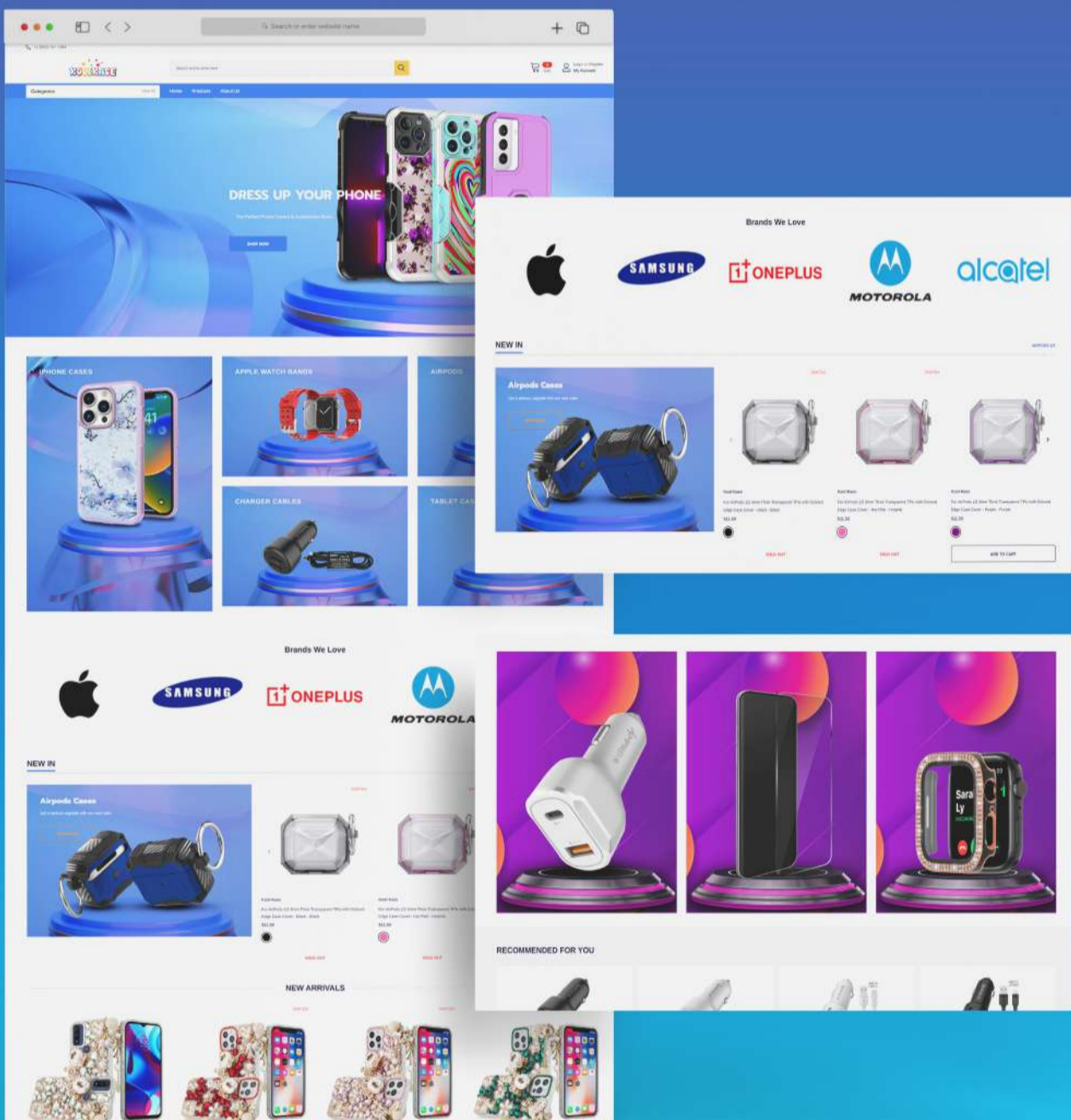| | |
|---|---|
| **24+** Banners Designing | **7%** Increase in Average Order Value |
| **233.5%** Increase in ROI | **17000+** Products Added |
| **54%** Increase in New Customers | **483.21%** Increase in USA non-brand PPC Revenue |

# Results

Koolkase joined us in January 2021 on a 2 month basis, they renewed after this period and again we're looking forward to another year of progress and our continued relationship with Koolkase. We report them on a general monthly basis, we have given them the scalability, growth and longevity they were looking for since pre September '20. The other key thing we've helped them with is insight into what is working already. So we can take that data from an audience, ad copy, or video asset perspective and see what's worked in the past if they are launched with a new, similar, promotion.
We were able to introduce new ways of looking at audience bases, using both data driven audience selection and search-term based custom audience set up and segmentation