



## LANSHACK

LANshack is an industry-leading online retailer for custom fiber optic and copper wire assemblies. For over 25 years, they have been a one-stop online shop for cable installation across the United States.

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### Objectives

LANshack came to us with a goal to boost e-commerce revenue after losing valuable sales & their competitive edge due to poor PPC management at another agency. The previous agency was using costly, outdated techniques that resulted in poor search visibility and impression share compared to their direct competitors.



### Challenges

LANshack was running a national e-commerce campaign with an enormous product inventory - they call themselves a "one-stop-shop" for a reason! National Ad campaigns can be incredibly competitive with higher CPC (cost-per-click) and more turbulent market conditions. Add in e-commerce - which has even more aggressive competition and complex variables to monitor- it's clear why LANshack struggled with PPC before coming to us.



### Solutions

Our task? To rise where others faltered. Our team needed to create a winning strategy that would topple national competitors and increase ROAS (Return on Ad Spend). Using historic account data along with our own extensive keyword & competitor research, we created highly-segmented, user intent-based campaigns that spanned Google's search, display, and shopping networks. Our goal was to reach customers at every point in the shopping funnel, enacting a 360-degree approach that elevated LANshack above the sea of competitors and resulted in an average ROAS above 1000%.

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LANshack needed to rise above cutthroat competitors in a challenging e-commerce market & successfully reach high-quality leads that were ready to buy.

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## OUR STRATEGY

### → 360-Degree, Full-Funnel Approach

Not every lead is at the same point in the customer journey - some are just discovering your product, and others are itching to buy your entire inventory. To achieve the #1 goal of more online sales in an exceptionally competitive e-commerce market, we needed to implement a strategy that would guide leads along the sales funnel, reaching them at every point in the buyer's journey. This complex plan involved utilizing Google's search, display, and shopping networks in optimal ways with highly-targeted campaigns, remarketing techniques, and a thorough understanding of marketing automation and Google's algorithmic changes. We used these skills to develop a full-funnel marketing strategy that allowed LANshack to reach more high-quality leads during their customer journey, while simultaneously standing above the competition.



### → Complex & Expansive Campaign Structures

LANshack had a large product inventory on their hands, and they wanted us to increase sales in every category successfully. We tackled this challenge by using thorough keyword research and analysis of historic campaign data to create segmented campaigns & ad groups for each product category that LANshack wanted to target. Our strategy didn't stop there - we then analyzed & further segmented these campaigns based on product & location performance. This allowed us to have more pinpointed control over budget and better targeting of top-converting keywords, audiences, and locations.

### → Blending Automation With Innovation

LANshack has been with us for almost two years - throughout this time, we have seen extreme changes in the degree of automation and artificial intelligence in Google Advertising. Unlike the outdated approach of LANshack's previous PPC agency, our team spearheaded our strategies with cutting-edge automation techniques, successfully implementing automated bidding strategies catered to each unique campaign. We also transitioned old shopping campaigns to Google's newer PMax campaigns (which combine Google's search, display, video, discovery, and shopping networks under one umbrella) without causing a dip in ROAS. Our modern approach to PPC management allows us to stay on top of Google's ever-changing advertising landscape and generate positive results long-term.





## THE RESULTS

- 1,133.50% ROAS (Return On Ad Spend)
- \$3.7 Million In Revenue From Google Ads
- 3.21K Total Conversions
- 3.02K Total Online Purchases



### RETURN ON INVESTMENT

Since starting PPC management with us (over an 18-month period), LANshack has seen an **average return of \$11.34 per dollar spent on Google Ads, translating to 1,133.50% ROAS (Return On Ad Spend).**



### TOTAL REVENUE GENERATED FROM ADS (CONVERSION VALUE)

Since starting PPC management with us (over an 18-month period), LANshack has seen a total of **\$3.7 million in revenue generated from Google Ads.**



### TOTAL CONVERSIONS

Since starting PPC management with us (over an 18-month period), LANshack has seen a total of **3.21K conversions, 3.02K of which were online purchases.**

