

# Trada Helps SpiritHoods Increase Conversions by 400%, Improve CPC by 58%



CASE STUDY - BOOSTING ROI

## ADVERTISER

A fun fashion statement in support of wildlife conservation, SpiritHoods is a specialty retailer of cruelty free animal-inspired hoods. The company's founders introduced their product by wearing hoods to concerts, festivals and events, quickly garnering enough buzz for a mainstream product launch. With high-quality, realistic products and an ardent following in the LA music scene as well as among celebrities, SpiritHoods was poised to take off.

## CHALLENGE

Building buzz organically among celebrities and throughout the LA music scene helped SpiritHoods get off the ground, but the founders quickly realized they needed to pursue a more dependable and scalable marketing approach to support and amplify their growth. They recognized the value in paid search marketing to increase their reach, but lacked the time and expertise to effectively manage a successful PPC campaign.

## SOLUTION

SpiritHoods personnel learned about Trada through the tremendous success of another e-retailer and quickly recognized that Trada offers the solution they were looking for. Trada worked with SpiritHoods to create a detailed campaign description, specific goals, and targeted landing pages with the objective of increasing online sales.

The campaign launched in the Trada Marketplace in November 2010 and immediately attracted a diverse range of optimizers who were drawn to the campaign's vertical, goals and unique voice. This group of PPC experts promptly began working on SpiritHoods' campaign, generating huge numbers of keywords and custom ads targeted to potential SpiritHoods customers.

## RESULTS

Working with Trada dramatically improved SpiritHoods' ROI. Conversions and revenue increased by 400%, while cost-per-click and cost-per-conversion decreased by 58% and 43% respectively. And since Trada's paid search experts do the time-intensive work of generating keywords, writing ad copy, and optimizing bidding strategies, the SpiritHoods team was able to refocus their attention on creating new designs for their growing fan base.

SpiritHoods has increased its search marketing budget with Trada by 5x and continues to see improvements to their ROI more than a year after launching their first PPC campaign in the Trada Marketplace.

*"My favorite part of the Trada relationship is that search no longer rules my life. The success of the campaigns has allowed me to hire a staff member to manage marketing so I can focus on new designs."*

— Alexander Menduluk, Owner, SpiritHoods

Niche retailer launches successful campaign by leveraging Trada's crowd of paid search experts, increases revenue 400%.



Time required to manage campaign decreased by countless hours per week.



Trada's experts achieved a 4x conversion rate while reducing CPA by 43%.



Trada's application allowed business to maintain control of campaign while performance remained transparent.

## CAMPAIGN STATS:

3,713

Keywords

338

Unique Ads

58%

Reduction in Cost-Per-Click

43%

Reduction in Cost-Per-Conversion

400%

Increase in Conversion Rate

ADVERTISE ON

Google

YAHOO!

bing

facebook.

Want to know more? Learn how Trada can improve your ROI. Contact us today for a tour! e: info@trada.com p: 877-871-1835 w: trada.com