

CASE STUDY: EXCLUSIVE Increases Mobile Revenue by 66% for Client

Client

Bases Loaded
www.ebasesloaded.com
Partnered with EXCLUSIVE since August 2013



“Our business has exploded over the past year, and EXCLUSIVE was a large factor in this growth.” – *Dan Wells, CEO Bases Loaded*

Background

In Q1 of 2017, Bases Loaded saw an influx of mobile PLA traffic. This traffic represented more than 60 percent of all PLA traffic, and was an increase of 71.7 percent compared to Q1 of 2016. While the increase was valuable, clicks on mobile were 64 percent **less** likely to convert than clicks on desktop.

“With such a high amount of mobile traffic, we needed a device-specific strategy that could strike the optimal balance between volume and efficiency,” said Josh Anue, Product Ads Specialist at EXCLUSIVE. While this was certainly a challenge, it was ultimately a rewarding question to answer.”



Recommendation

We recommended a strategy that addressed the conversion rate discrepancy, analyzed cross-device behaviors and improved the site-wide mobile experience for increased profitability.

Strategy

- **Cross-Device Attribution and Device-Level Analysis:** By analyzing ad clicks and search terms on the device-level, we found that certain queries were not valuable, as they did not represent high relevancy or purchase intent. Furthermore, by reviewing cross-device activity and attribution, we were also able to see that mobile clicks as an aggregate were more valuable than initially perceived. Based on these findings, we implemented a campaign structure to maximize efficiency for mobile traffic.
- **Post-Click Optimizations:** We enhanced the mobile checkout process through improved messaging and usability by adding business-specific value propositions to the cart page.
- **Mobile-Only Campaigns:** We implemented mobile-only product campaigns that allowed every product to perform autonomously, regardless of device. This allowed us to separate successful items from inefficient ones in a way that we wouldn't have been able to do with a traditional campaign structure.

Results

- ✓ Mobile revenue increased 66.6 percent year over year
- ✓ Total revenue increased 53 percent (no Δ in efficiency)

This growth on Google Shopping helped solidify Bases Loaded as one of the largest baseball and softball retailers in the United States.

“We expanded our catalog, increased our warehouse space, and hired new employees. EXCLUSIVE has been the right agency to help grow and develop our business, and we look forward to a renewed partnership next year.” – *Dan Wells, CEO Bases Loaded*

All statistics referenced in this case study were sourced from historical Google AdWords data for **ebasesloaded.com from Q1 2016 and Q1 2017. This study is specific to Google Shopping performance.*

