



CASE STUDY

Ariat PPC Case Study

BACKGROUND

Ariat was founded with the simple objective: To create the most advanced performance footwear and apparel for the world's top equestrian athletes. Founded in 1993, Ariat founders set out revolutionize the tradition stiff, heavy, hard on your feet boots. They took their innovative approach to equestrian boots and applied it to western apparel, delivering the highest-quality, authentic Western and English footwear and apparel.

CHALLENGE

While existing Ariat customers know the brand for its exceptionally high quality equestrian footwear and apparel, it is difficult to grow business outside of that space and become looked at as a fashion-thinking brand that are designed for everyday use and not only equestrian riding. Digital Advertising and pay-per-click (PPC) channels have always been the predominant sources for new customer acquisition, but becoming more a challenge with increased competition within the western apparel ecommerce industry.

SOLUTION

6D Analytics conducted a thorough market research to see how other brands had established themselves within the online space Ariat desired. By using these finding, we helped develop and launch a new paid search and pay-per-click advertising strategy for Ariat. The goal of the new strategy was to improving brand awareness, increase online sales revenue, and ultimately turn Ariat into a global brand. The first component of this was broadening the themes and keywords for non-branded terms by using the information we found in the research phase of our engagement. We used these terms to leverage Ariat against its competitors to boost exposure, which led to increase sales. By doing this and continually optimizing the landing page experience, 6D Analytics [cont'd]



PROJECT

Use search and social advertising to expand an established western wear and equestrian apparel company into an international fashion leader

SERVICES

SEARCH AND PPC (PAY-PER-CLICK) STRATEGY

HOLLY DRESDEN, DIRECTOR, ARIAT ONLINE:

"[6D Analytics] has played an integral part in our ecommerce success. They provide in-depth analysis of all marketing channels and create clear and actionable recommendations, resulting in increased traffic, brand engagement and conversion. They are excellent business partners, strategic leaders, and a pleasure to work with. But, most importantly, they drive results!"



has placed Ariat in a place where they are continually growing their web presence and consistently generating more revenue through online channels and gaining the global recognition they sought after.

RESULTS

6D Analytics took the account over in September 2010. Once we were able to have the AdWords configured and fine-tuned, 6D Analytics generated a 343% ROA from July 1st, 2011 to June 30, 2012. After showing our results driven approach, Ariat has nearly doubled their PPC media spend year-over-year since 2011. During the period of July 1st, 2012 to June 30th, 2013 6D Analytics was able to increase ROA up to 417%. Along with increasing overall revenue on a consistent basis, PPC helped generate 769% more traffic to Ariat's site from Q1 2012 to Q1 2013. From July 1st, 2013 to June 30th, 2014 6D Analytics increased the Ecommerce Conversion rate by 10% year-over-year. Ariat is on pace to see their conversion rate, ROA, and the continued increased media budget trend upwards for the remainder of their fiscal year.

RESULTS BY THE NUMBERS:

2012 ROA:	2013 ROA:	Q1 2012 > Q1 2013 Site Traffic Increase:	2013 > 2014 Conversion Rate Increase:	Channel Partner Offsite Clicks Increase:
343%	417%	769%	10%	11.56%
Revenue Increase:	Email Signups Increase:	Total Transactions Increase:	Ecommerce Conversion Rate Increase:	Cart Abandonment Decrease:
87%	206%	103%	14.32%	18.46%