



6D global



CASE STUDY

The Fruit Company PPC Case Study

BACKGROUND

The Fruit Company specializes in gourmet, handmade, exclusive fruit gift baskets fresh from their orchards. The Fruit Company's roots extend back to 1942. The company established a solid customer base through mail-order catalog retail, and now does most of its business through online orders. It has garnered attention from Oprah Winfrey's "O" Magazine, the top consumer reporting magazine, and most importantly, thousands of satisfied customers.

CHALLENGE

While existing Fruit Company customers know the brand for its exceptionally high quality orchard fresh fruit and gourmet gifts, it is difficult to grow business in a space with some very large direct competitors. Additionally, other large retailers are now moving into the gift basket space. Paid search and pay-per-click (PPC) channels have always been the predominate sources for new customer acquisition, but becoming more a challenge with increased competition.



PROJECT

Helping a family owned and operated company, built on a legacy of superior quality products and service, compete against some of the largest retailers on the web.

SERVICES

SEARCH AND PPC (PAY-PER-CLICK) STRATEGY

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SOLUTION

6D Analytics helped develop a strategy for sustaining and improving acquisition through paid search and PPC networks, while also nurturing loyalty with existing customers. The first key component of this was broadening the themes and keywords being advertised against. 6D Analytics improved and extended the promotion of new product offerings, and began advertising to consumers shopping for off-season gift-buying holidays and events.

6D Analytics also took advantage of recent and beta features in AdWords and other networks, to increase click-through rates and impressions. Finally, an overhaul and refinement of all legacy campaigns was done, and top-performing campaigns were optimized to strengthen positioning against competition.

RESULTS

6D Analytics took the account over in August 2012. In the first 6 months of 2013 the return on investment was 528.62% higher than it was in 2012 for the same time period. This has largely been accomplished through a 79% increase in conversion rate. 6D Analytics's services have enabled the Fruit Company to increase acquisition, without notable increases in advertising spend.

RESULTS BY THE NUMBERS:

First 6 Months
ROI Increase:

528%

Conversion Rate
Increase:

79%



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