



CASE STUDY

NAU PPC Case Study

BACKGROUND

NAU blends tailored fit with technical eco-friendly fabrics and materials, to make outdoor performance apparel with urban style and appeal. Besides manufacturing amazing clothing, the brand makes sustainability and philanthropy inherent in all company operations.

CHALLENGE

NAU has a loyal customer base, and strong following among consumers that appreciate their value proposition. However, it can be challenging to reach new consumers in that group, or to appeal to consumers who are looking for high-end apparel, but not necessarily motivated by some of NAU's eco-friendly or philanthropic efforts. 6D Analytics was challenged with helping NAU reach more of these potential customers through several channels – one of them being paid search and pay-per-click advertising.



PROJECT

Helping a brand with a unique and powerful value proposition centered on high-quality sustainably manufactured clothing, reach their target customers across the globe.

SERVICES

SEARCH AND PPC
ADVERTISING STRATEGY

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SOLUTION

6D Analytics conducted consumer and non-branded keyword research to help identify the markets and search phrases that potential NAU customers may use when shopping. After several rounds of brainstorming with NAU, the AdWords account was rebuilt and structured in an effective way. The new structure catered not only to best practices and strengths and weaknesses with keyword performance, but also leant itself to an agile approach to testing and optimizing campaigns.

In addition to the focus on testing and optimization, 6D Analytics also worked to identify the most successful geographic locations, and focused on urban shoppers with whom NAU's messaging better resonated.

RESULTS

6D Analytics was able to grow the NAU pay-per-click channel significantly. With an average ROI over 400% and lower cost ratios, 6D Analytics has not only helped NAU increase sales, but also increase the return on investment of the account. More importantly, the brand has been able to increase the loyal customer base, and generate a far greater return when lifetime value is factored into the equation. Much of this growth has taken place in areas where the brand has been relatively unknown. The reach and expansion of the brand in both offline brick-and-mortar stores, as well as through the NAU site, has been heavily assisted by the pay-per-click campaigns.

RESULTS BY THE NUMBERS:

Post PPC Strategy
Average ROI:

400%+



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