

Arcade Snacks sees **big results** with a small budget by bringing on 3 Media Web.

THE CHALLENGE

Arcade Snacks, a family-owned and operated company with worldwide distribution, was spurred to redesign their website following the onset of the COVID-19 crisis. 3 Media Web worked with Arcade Snacks to build a better website and remedy the cart abandonment issues their old site was causing.

In addition to the website redesign, Arcade Snacks also requested help to develop and implement a successful pay-per-click (PPC) campaign. The goal was to give the new site a boost and attract motivated buyers to the website.

One of the bigger challenges of this particular PPC campaign was the client's limited budget. Because their budget for the PPC campaign was on the smaller side, it restricted the amount of time our team had to spend on testing and data gathering.

In addition to limited data testing, the team experienced some issues with the data coming from Google Merchant Center at the beginning of the project.

Essentially, the data collected from the Google Merchant Center was inaccurate and the correct ads were not always displaying. This became an unexpected challenge that our team needed to diagnose and correct quickly.

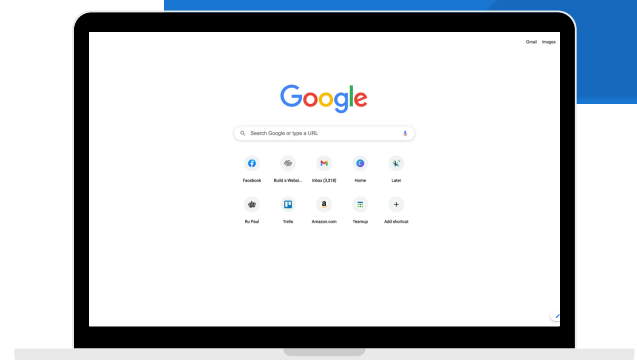
With experience and expertise on our side, 3MW tackled all of the challenges and delivered results that exceeded expectations for our client.

After launching the new website, 3MW started a PPC campaign to drive motivated buyers to the website. Since launch, PPC has contributed to 35% of the overall site traffic. The PPC campaign is also paying for itself by generating more revenue (9:1) than it costs in ad spend.



"The return on investment for this campaign has been outstanding. The campaign returning more revenue than ad spend shows that the strategy is effective and the channel, overall, is consistently profitable for the business."

STEPHANIE FIELDS SMITH
Service Delivery Manager
3 Media Web



The PPC algorithm helps organic traffic indirectly. As customers find what they're looking for on the site, Google sees that the site is relevant. A relevant site, with engaged traffic that is converting, is more likely to keep getting organic traffic.

THE SOLUTION

To maximize our client's ROI while working with a limited budget, our team placed the focus on creating two highly targeted campaigns: one focused on the client's retail operations, while the other focused on their wholesale operations.

For the retail campaign, we called on Google's AI to share some of the heavy lifting. Meanwhile, our team created an abundance of audiences while observing the AI for our client to double down on in the future.

The wholesale campaign was the most hands-on part of the PPC strategy. Our team worked to test certain keywords and determine which ones provided our client with the highest ROI. We then placed emphasis on the highest converting keywords, driving the campaign to new heights.

We also tested the performance of Google Merchant Center's Smart Shopping campaign type and ultimately found it to be another driving force in the success of this particular PPC campaign. In fact, after narrowing down the keywords and switching the campaign back to Smart Shopping, traffic to Arcade Snacks' site increased 242%.

The combined PPC and SEO campaigns that we created for our client resulted in such a sharp increase in business for the client that they had to make adjustments on their end to keep up with the demand. We worked with them to incorporate a new shipping solution into their workflow in order to help them keep up with the increase in sales.

Because our work doesn't stop after the campaign strategy is implemented, 3MW continues to keep in close contact with Arcade Snacks, ensuring our client can handle the influx of business, educate them on the finer details of the PPC campaign strategy, as well as help them create an improved workflow that marries their website sales into their standard store order process.

"3 media web has been amazing to work with. We came to them at a critical time in our business, we needed to be able to provide our customers an online shopping experience, and our timeline was short. 3 media provided us with a detailed timeline and followed through on everything that was promised. As of today sales are soaring and they continue to supply us with the support and attention needed."

ARCADE SNACKS

THE RESULTS

Increased website traffic. Since its launch, the PPC campaign that 3MW orchestrated has contributed 35% of Arcade Snacks' overall site traffic.

Big results, small budget. The PPC strategy put in place by 3MW provides tangible proof of ROI for our client. In fact, this PPC campaign pays for itself, as it generates more revenue (9:1) than it costs in ad spend.

Valuable marketing insights. Long-term historical data from the entire PPC campaign will continue to provide fresh, valuable insights related to customer preferences, best-selling products, and website ROI.

Attracts qualified leads, earns more conversions. The longer the Google Algorithm learns the account, the better it will become at finding the right customers interested in products from Arcade Snacks.

