

Jerry's Artarama

Jerry's Artarama is the second largest online art supply company in the U.S. Through their fast growth over time, they had obtained a number of marketing vendors and technologies. As growth continued, managing multiple vendors and platforms was becoming too complex to manage promotions, brand messaging, creative and attribute the success of advertising dollars to a specific marketing activity.

OVERALL
REVENUE
INCREASED

↑ 33%

Method Savvy integrated their best revenue-generating marketing channels to focus on lifecycle marketing rather than direct response. More specifically, Method Savvy:

- Looked at how Jerry's advertising accounts were structured and integrated them, evaluated how each activity impacted parts of the business, and developed a set of Key Performance Indicators (KPIs) focused on improving the cost of customer acquisition and lengthening customer lifetime value.
- Dynamically prioritized their channels over time based on budget and customer demand, made strategic structural changes to drive efficiency to reduce budgetary waste, and iterated creative and offers to improve online advertising performance.

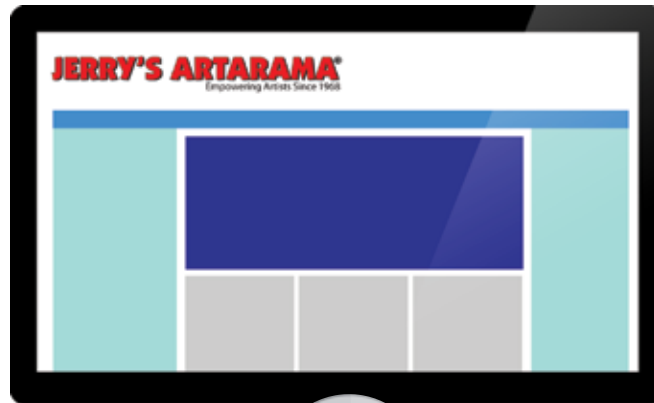
The consolidation of Jerry's Artarama's advertising programs resulted in more consistent creative and messaging and improved Return on Ad Spend (ROAS). Additionally, Method Savvy was able to streamline the reporting and campaign strategy, simplifying e-commerce decision making for the Jerry's Artarama team.

Integrated Media Management

Jerry's Artarama was conducting its e-commerce business utilizing discordant marketing technologies and platforms, causing mixed messaging, reporting and an unclear view into revenue attribution.

Integrated Top Revenue-Generating Marketing Channels to Focus on Lifecycle Marketing Over Direct Response

Dynamically Prioritized Channels Over Time Based on Budget and Customer Demand



Analyzed Each Activity's Impact on Parts of the Business

Established a Set of Key Performance Indicators (KPIs) for Improving Cost of Customer Acquisition and Customer Lifetime Value

Integrated Media

OVERALL REVENUE INCREASED

33%

PPC REVENUE WENT UP

21%

EMAIL REVENUE WENT UP

51%

Site Retargeting

COST PER ACQUISITION DECREASED

27%

EVERY \$1 INVESTED RETURNED

110%

INCREMENTAL REVENUE WENT UP

57%

PPC

COST PER ACQUISITION DECREASED

22%

TOTAL CONVERSIONS INCREASED

45%

TOTAL IMPRESSIONS INCREASED

132%