



**563% ROI**

**How We  
Achieved  
it for**



# How we created a 563% ROI and solved an overstock issue for a sporting goods retailer client



## The Challenge

Before working with us, Adventure Warehouse struggled with a serious overstock issue. They were unable to move product and couldn't see the value in their marketing efforts but knew there was a better way to manage it.

**Adventure Warehouse's #1 goal was to sell excess inventory.**

In a crowded, trend driven and competitive market, Adventure Warehouse knew that they needed to be in front of consumers when they were searching for their products.

They chose to work with a group of PPC specialists to ensure that the excess inventory they had sitting in their facilities would move and move quickly.

## The Solution

**Develop a Google AdWords strategy and implement it.**

The sporting goods and hobby retailer came to Ameet Khabra Marketing when they were having issues with moving their inventory as asked us to develop a winning strategy.

**Upon the completion of the strategy, we made moved forward with implementing:**

- Conversion tracking which helped us ensure we knew what was making us money and what was wasting ad spend
- A paid search advertising campaign based on what competitors were doing, but also what current trends were dictating
- A remarketing list search ads (RLSA) campaign to retarget consumers who were aware of Adventure Warehouse but had yet to purchase

## The Results

A 478% ROI (Return on Investment) in the 1st month.

Not only did Hop Skip Media create a 478% ROI within the first month for Adventure Warehouse, but we also increased the ROI to 563% in the second month.

"Ameet Khabra started working for us a few years ago when we had a very serious overstock issue. They created and executed a plan for us in only a few days that was extremely successful - over 500% ROI."



Cory T., General Manager



478

ROI  
month #1

%

ROI  
month #2

563%

# **DO YOUR PPC CAMPAIGNS** NEED SOME ATTENTION?

Contact the Hop Skip Media  
team of PPC experts today &  
take your PPC ads from  
“whatever” to “wow!”.



## **CONTACT US!**