

# Growing Business Online Case Study



**GORILLA SPORTS**  
PROFESSIONAL GYM EQUIPMENT FOR EVERYONE

[www.gorillasports.eu](http://www.gorillasports.eu)

Prepared by Finch - Automate. Simplify. Perform.



[www.finch.com](http://www.finch.com)



## EXECUTIVE SUMMARY

This case study shows the benefits of partnering with an AdWords agency that offers programmatic technology coupled with the expertise of an AdWords Certified Customer Success Manager.

This study presents the paid search challenges of Gorilla Sports, a European brand manufacturer who sells exclusively online. They sell professional-quality gym equipment directly to home or professional consumers. Gorilla Sports has a rapidly expanding Europe-wide network with branches in Germany, Austria, France, Scandinavia and the UK. The study shows the plan that Finch, their chosen paid search partner, implemented to resolve their challenges, and the outcome to improve overall performance in both the search and shopping channels.

## RESULTS OVERVIEW

Compared YoY Q1 2018 - Q1 2017

	OVERALL	SHOPPING	SEARCH
Total revenue	<b>+34,55%</b>	<b>+70,05%</b>	<b>+14,24%</b>
Total ROAS	<b>-3,72%</b>	<b>+0,58%</b>	<b>-4,62%</b>

## CHALLENGE

Gorilla Sports sells products online, but they were using the wrong mindset for growth. They were treating paid search advertising as a marketing expense, rather than an investment for future revenue growth. Gorilla Sports overarching challenge was finding a solution to drive significant growth across all markets. Once this was in place, they desired to open new markets but couldn't focus until the current markets were sustainable. Finding growth was problematic for Gorilla Sports because their many countries were decentralized with each running its own marketing, including PPC, as a separate entity. This made continuity from market to market difficult. Additionally, Gorilla Sports wasn't making data-driven decisions, instead, they were going with intuition based on what they felt had worked historically in their markets.

## SOLUTION

Gorilla Sports were looking for a logic that works for all markets so they began by testing their Swedish market Q1 2016 with the Finch solution. To get Gorilla Sports aimed at improving performance, Finch's proprietary technology was needed to do the heavy lifting by reorganizing the campaign structure to be as granular as possible. This means that each keyword or product is given its own ad or product group with its own corresponding bid and conversion history, device modifier and remarketing audience.

“With Finch, we've not only gained an agency, we've gained a new strong employee.”

Tim Becht, Gorilla Sports  
Managing Director

Next, Finch focused on cost control so that the client could increase spend dramatically with assurance that revenue would follow with an acceptable ROAS.

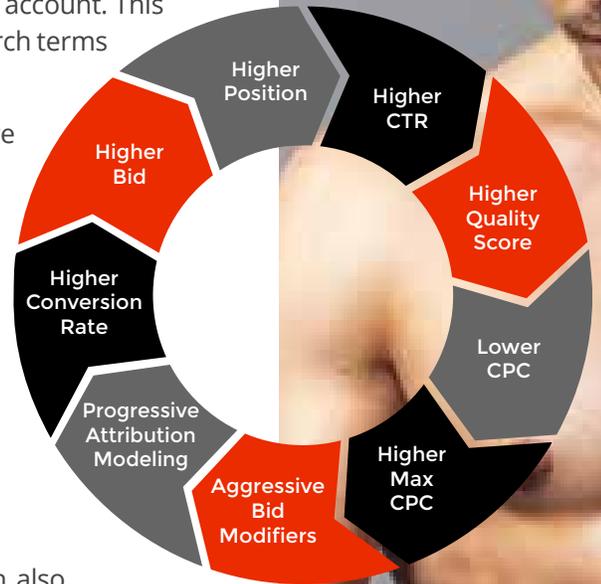
After an acceptable ROAS was managed and spend was increased, focus shifted to scaling success by building a keyword bank, then expanding those keywords using an exact match strategy to find as many relevant search queries as possible. Finch used broad match modified keywords sparingly to drive search term discovery, then used proprietary Dynamic Search Term Insertion (DSTI) to methodically build exact matches from converting queries. This creates new keywords based on converting search queries and traffic routing with a negative keyword strategy in order to grow high-quality keywords in the account. This ensures that highly relevant paid text ads are being displayed for the search terms that have led to purchases in the past.

By purchasing more exact match terms and being more aggressive on both bids and budget, Finch kickstarted the “Google Wheel of Goodness.” When done correctly, ad spend increases on highly relevant terms driving up ad rank, but then conversions increase and cost per conversion drops dramatically. *See wheel image to the right.*

By positively influencing Quality Score, the most relevant keywords or products in the account can afford to bid higher max CPCs but are actually rewarded with lower CPCs and higher conversion rates.

Finch looked at the chosen attribution model to show the importance of focusing on the consumer’s path to gain data-driven insights. The data segmentation showed how each keyword was actually performing so they could make decisions based on data instead of intuition. Finch also added a branded campaign to track which sales were influencing the brand.

In order to keep up with Gorilla Sport’s evolving business goals as a company, as well as to stay abreast of changes to both AdWords features and the paid search marketplace as a whole, Finch and Gorilla Sports meet bi-weekly. In these meetings they analyze results from AdWords, look at implementation needs and plan future strategy.



## OUTCOME

Finch’s strategy helped Gorilla’s Swedish market to grow dramatically. Sweden was able to outgrow their other much larger markets, proving the benefits of a well thought out strategy and the power of a programmatic solution. Over the following 18 months, France, Austria, Germany, Switzerland, Norway, UK, Denmark and Netherlands partnered with Finch to optimize their paid search and shopping campaigns. By using Finch’s methodology, enlisting the help of DSTI, choosing a more aggressive goal-driven attribution modeling and utilizing proper tracking scripts, all of the markets were able to become profitable in their channels and most of them saw a better ROAS. Of course, there are country-specific fluctuations due to e.g. new competitive situations and technology and tracking changes, but the total results of all search and shopping campaigns have been and still are pioneering for Gorilla Sports.

For all different countries YoY growth for their Google search and shopping campaign was measured by comparing the first quarter 2018 with 2017. Once Gorilla Sports partnered with Finch performance improved. Regarding all countries managed by Finch within a year Gorilla Sports overall has seen an average increase of +34%\* in revenue in this same time, ROAS was slightly decreased by 3,7%.

Gorilla Sports is thrilled with the performance and to have it’s once decentralized company now focused on data-driven growth and being profitable in all markets. Gorilla Sports’ Managing Director Tim Becht says, “With Finch, we’ve not only gained an agency, we’ve gained a new strong employee.”



## MARKET SPECIFIC DATA\*

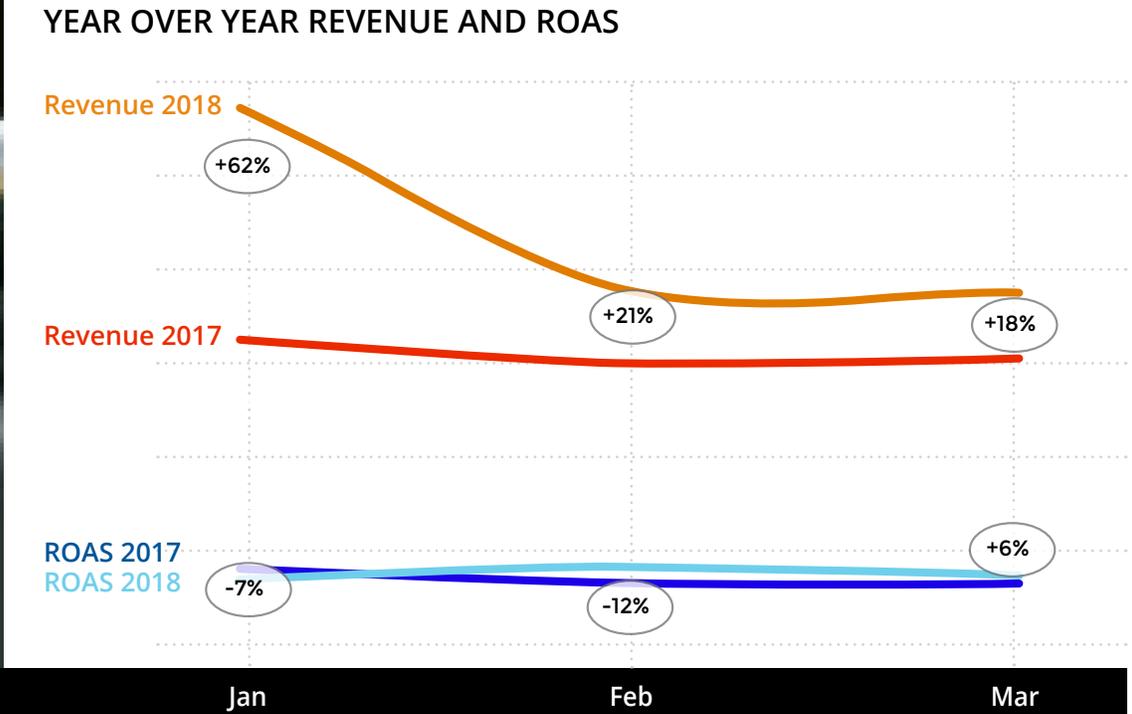
Compared YoY Q1 2018 & Q1 2017

Country	Launched - Account	Revenue	ROAS
Sweden	6 Nov, 2015 - Search / 13 Jul, 2016 - Shopping	+13,36%	-5,15%
France	5 Dec, 2016 - Search & Shopping	-17,87%	-26,95%
Norway	1 Feb, 2017 - Search & Shopping	+56,90%	+6,37%
Austria	1 Feb, 2017 - Search & Shopping	+34,12%	-16,34%
United Kingdom	2 Feb, 2017 - Search & Shopping	+279,17%	+240,98%
Germany	28 Feb, 2017 - Search & Shopping	+59,81%	-5,83%
Netherlands	11 Apr, 2017 - Search & Shopping	**	**
Denmark	22 Jul, 2017 - Search / 27 Jul, 2017 - Shopping	**	**
Switzerland	31 Jul, 2017 - Search / 29 Sep, 2017 - Shopping	+32,52%	-30,56%
<b>TOTAL</b>		<b>+34,35%</b>	<b>-3,72%</b>

Overall performance was very good, although certainly influenced by market-specific fluctuations and competitive situations in particular markets.

\*\*Denmark is not included as they did not run campaigns in Q1 in 2017. Netherlands is not included due to a tracking issue.

A strong first quarter 2018 - Finch was able to increase revenue at a consistent ROAS. Especially in January, which is one of the most important months for Gorilla Sports, the performance was drastically uplifted.



\*Information gathered from Google AdWords