



Innova

ATTRACTING QUALIFIED SHOPPERS & INFLATING SALES



SUCCESS STORY

The automotive diagnostic tool brand ran a comprehensive marketing campaign over the month of July with Audience Segmentation, FB Clickfunnels and Google Product Ads using strategic targeting, resulting in a 417% increase in sales and a 4X return on ad spend

417%

Increase in cart sales

4X

Return on Ad Spend

14%

Increase online sessions

THEIR STORY

Find the Problem. Fix the Problem

Innova Electronic Corporation is a leading supplier of test equipment and diagnostic reporting for the automotive aftermarket, offering high quality products, innovative diagnostics and value to our customers. Distributed from facilities in the U.S. and Canada, all Innova products are researched, developed and designed at the company's headquarters in Irvine, Calif.



THEIR GOAL

Boost Online Sales

Innova wanted to increase online sales using a "full-funnel" approach that strategically aligned targeting, customized creative and ad types to reach new and existing customers with the right message and products at the right time.



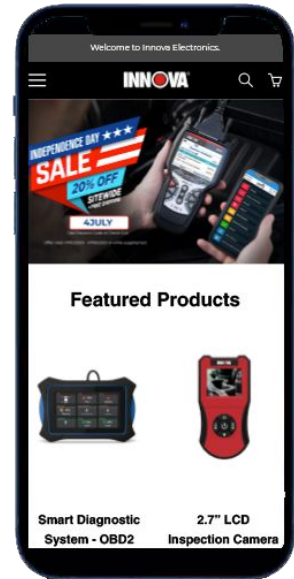
THEIR SOLUTION

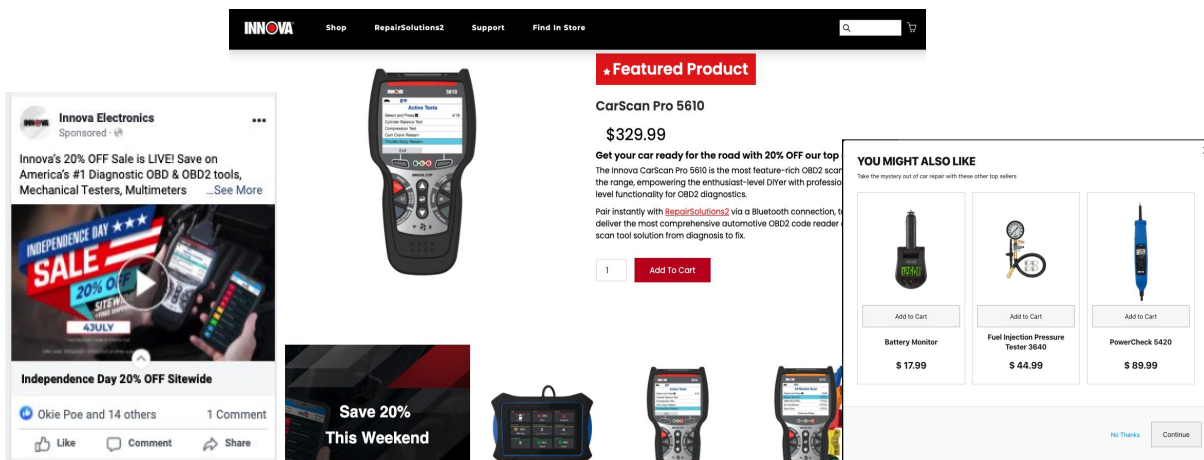
Target Engaged Audiences

Innova teamed up with Ricky Coburn to develop its online shopping cart strategy. Along with Thatch Creative and Innova's marketing team, the aim was to move audiences from initial awareness to making a purchase by targeting them with relevant ads.

The team first used third-party apps to automate the shopping cart experience to upsell and cross sell users with intelligent product recommendations throughout the shopping cart experience. They next created drip email campaigns and FB messenger campaigns to engage abandoned cart users.

The team then used third-party data to create a custom audience of people who have engaged with the online store in the past and took specific actions. It also created a lookalike audience based on this data.





THEIR SOLUTION

Target Messaging

The team used targeted messaging from ads, to landing page, to cart checkout to control the experience across the buyer's journey.

They then used product remarketing messaging towards segmented audiences that took specific actions engaging them via multiple channels.



Target Audiences



Recover Carts



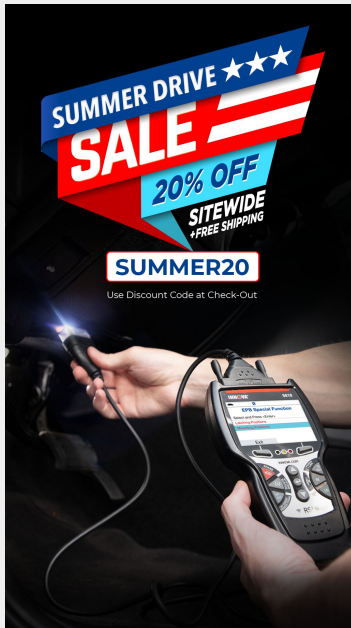
Smart Upsell



Social Media Ads



Search Ads

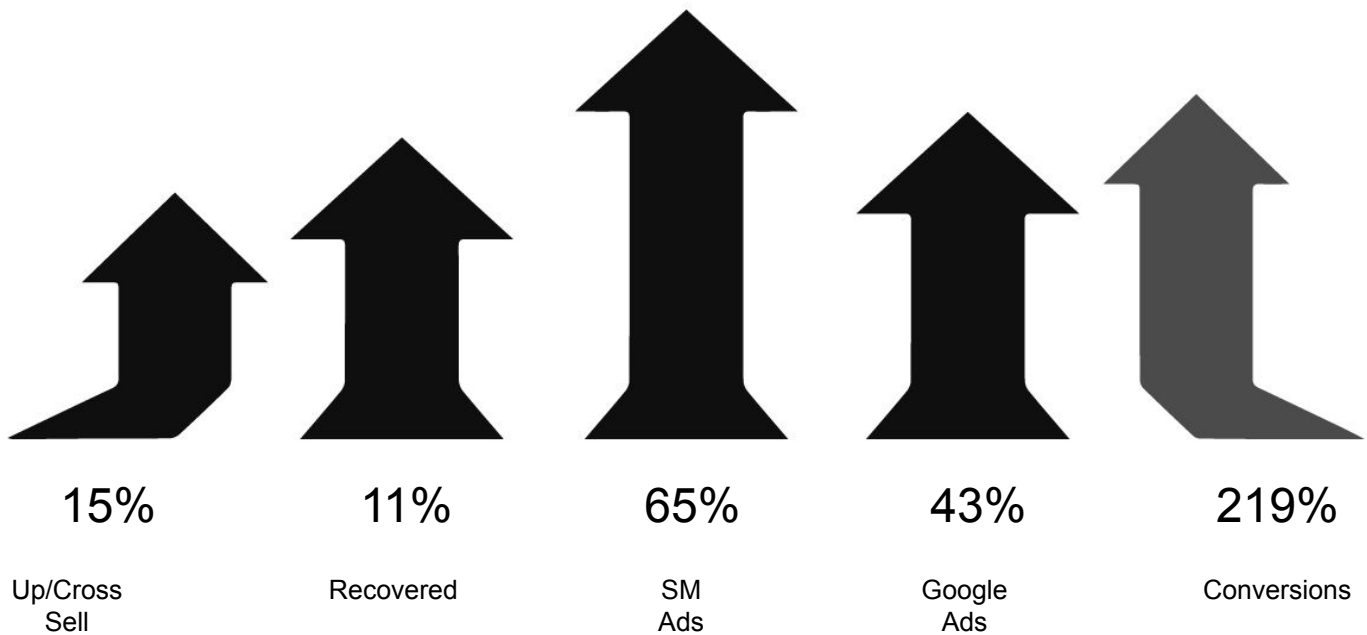


THEIR SUCCESS

Nothing but net!

Innova measured the results of its July 21 campaign by using data from Google Analytics, FB ads Manager and its CRM database which revealed:

HOW IT BROKE DOWN





With Innova we quickly concluded that targeting segmented audiences with ads was the most effective way to generate qualified leads. With first party data and campaign analytics we built an automated dashboard that was key in analyzing Innova's ad performance at a granular level. At our comprehensive weekly optimization sessions, we looked at results and were able to find the perfect strategies to increase marketing efficiencies.

Ricky Coburn / Project Managing Director

TOOLS IN THE SHED

