

TRUMA CASE STUDY



THE CHALLENGE

Reach Truma's consumer audience — aim to become the leader in aftermarket products in the outdoor enthusiast space.

THE GOALS

Drive brand awareness to yield as many qualified conversions possible within segmented audiences.

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All Campaign Highlights:

- Top of Page Rate above Dometic & Amazon.
- 566 Total Conversions
 - Example of conversion breakdown below just on "search ads" not all campaign types.
- 627,000 Impressions

Other advertisers who are participating in the same ad auctions

Top of page rate ▼

PERFORMANCE INSIGHT

Your conversions increased across 9 campaigns

↑ Conversions

↓ Conversions

Conversion category ▼

Conversion category	Conversions
Phone call lead	104.50
Add to cart	99.35
Signup	34.17
Total	238.01

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data-driven solutions that work.

THE RESULTS

PROVEN RESULTS

Using our internal PPC (non-machine learning) marketing channels, in combination with our data-driven strategy tactics, we achieved the following in less than 4 months:

- Over 500 conversions.
- Gained "top of page" positions against competitors within certain campaign objectives.
- Achieved over 1.3 million impressions on both social media and Google, which led to over 500 conversions on Google alone.
- Continued to drive traffic to specific landing pages and utilize Google Analytics to define and measure success.
- Fine-tuned our strategies, along the way, to compete against top competitors, while aiming to keep low ad spend budgets.
- 100% on time and on budget.

