

**About Casino Supply:**

www.CasinoSupply.com

Location: Carrollton, TX

Casino table layouts, custom table felts, poker chips, playing cards, and more

Goals

- Increase visibility across all verticals
- Bring in more sales to increase returning customer base
- Increase revenue to reinvest in production

Approach

- Expand keyword focus based on research and historical data
- Rebuild campaigns with improved structure
- Tailored ad creative based on user actions
- Optimize bids to increase traffic volume
- Refine targeting over time to achieve lowest possible CPA

Results

- 600% increase in sales with same budget
- 154% increase in CTR
- 164% increase in conversion rate
- CPA dropped from \$31.80 to \$8.42

Casino Supply sees a 600% increase in online orders working with Logical Position.

Back in 1983, a former Las Vegas Pit Boss named Jeff Simon moved to Texas and opened a casino event company known as Vegas Touch. In 1996, the torch was passed to Jay Simon, who recognized the changing market and took the company in a different direction. Using years of industry experience, he developed an inventory of high-quality imported and self-manufactured casino supplies and began selling his products online. Now, nearly twenty years later, Casino Supply boasts over 2,000 products, has a 35,000 square foot distribution center, and ships hundreds of orders each week to large casinos, event planners, and everyday folk across the US and Canada. With so much diversity in their customer base, they confronted the challenge of reaching their varied audience by using Google AdWords, a platform that allows them to advertise their products on the Google search engine.

CPC Advertising boosts visibility across all verticals

Jay started running Google AdWords for Casino Supply by himself in 2011 and was able to see success pretty early on. He implemented conversion tracking, which allowed him to track the volume of the sales coming in from the advertising. He knew the demand was there, but with a \$31 cost for each sale, he also knew he needed to get more out of his campaigns to see growth. "One-third of business each day comes from repeat customers. The more new customers, the better," says Jay.

In the fall of 2014, Jay sought help from Logical Position, a Google AdWords Premier SMB Partner. With the goal of offering great service and high-quality products to keep customers coming back, he wanted to try to bring in more business with his existing monthly AdWords budget so that he could use the profit to reinvest in building the company and supporting his growing customer base.

Restructuring includes market research and best practices

By looking at Jay's AdWords account, Logical Position's team was able to tell that some keywords had been very successful in driving both traffic and sales. In order to capitalize on potential traffic, the team expanded these keywords and did additional market research to come up with all-inclusive list of the highest-volume keyword variations for Jay's product lines. Then, the team cross-referenced their market research with Jay's historical data to come up with a fresh overall strategy.

The next step was to organize these keywords lists into brand new campaigns with improved structure. This included clearly-labelled ad groups, fresh ad copy that included user-targeted quality statements and calls to action, and callout

extensions that advertised Casino Supply's offer of free shipping on orders over \$99.

More clicks bring qualified traffic to the website

During the optimization process, Logical Position's placement team regularly analyzed account data and made adjustments to improve performance. In addition to using bidding tools to gradually lower the cost-per-clicks (CPCs) and drive more traffic, the team took a critical look at keyword targeting. Over time, keywords that cost money but didn't bring in conversions were cut.

The team also evaluated larger keyword groups, or ad groups, to determine their overall value as a focus. Though bingo supply keyword group brought in a high volume of traffic, the amount of bingo supply sales was still not covering the cost to run the ads. When the Logical Position team paused the entire bingo supplies ad group, more of the budget could be allocated to casino and poker supplies, which both had high demand and consistently brought in sales.

Improved traffic quality for tangible results

The positive results at the end of Logical Position's first 6-month term working with Jay were significant: The account was bringing in double the amount of clicks with the same amount of advertising dollars. The conversion rate jumped from 1.64% in July of 2014 to 4.33% in January of 2015. As a result of the new ad copy, users responded better to Casino Supply's ads on the page, raising Jay's average click-through-rate (CTR) from 3.31% to 8.42% – even as Jay's ads dropped in page position to conserve spending. And with fewer irrelevant clicks and more efficient overall spending, the average cost for each sale (CPA) came down from \$31.80 back before he started working with Logical Position to \$8.68 in January 2015.

"Our growth has enabled us to reinvest in technology and equipment, allowing us to exceed our customer expectations," says Jay of how the increase in business has affected Casino Supply. They upgraded their custom printing equipment in the fourth quarter of 2014, which led the company to cut down the time spent processing these orders by half. Jay used the success from the advertising to increase Casino Supply's productivity, an improvement that has been passed on to their loyal customers.

Abundant capital funds future projects

"With such a low cost per sale, the advertising definitely pays for itself and saves me time that I can put into being a business owner," says Jay of his experience working with Logical Position. "The service has been great – anything and everything I have ever had questions about has been quickly handled and well answered."

Moving forward, Casino Supply will continue to make strides, working toward expanding their product selection and maintaining their commitment to offering competitive prices. To help Jay continue to grow, Logical Position has already built out campaigns for new product lines, such as felt table coverings, and is currently in the process of refining this ad group. His goal is to boost successful aspects of his business and clear out less rewarding areas to make room for new growth.

