



BAN.DŌ

Ban.dō is a women's fashion and lifestyle brand based in Los Angeles, California. The company sells clothing, accessories, and a range of everyday-living products. Ban.dō primarily serves a younger, digitally-savvy demographic that does most of its shopping online. As a result, Ban.dō needed a PPC agency that could effectively target those customers on all channels, including Google Shopping, Search, Display and Youtube.



131%

Increase in Total Conversion Value



77%

Increase in Conversion Rate



44%

Decrease in Average CPC



Clicks Increased 53%



Click Through Rate Increased 41%



Total Cost Decreased 14%

GOALS

Ban.dō's aimed to maximize its prior advertising budget through more advanced targeting and campaign settings. Central to this goal was driving higher quality traffic to its site, increasing its conversion figures, and cutting its cost-per-click (CPC).

RESULTS

During the first year of partnering with Logical Position, Ban.dō saw an 84% increase in Total Conversion Value and a 77% increase in Conversion Rate. This growth was accomplished through more targeted ad campaigns that led to positive gains in both Clicks and CTR. The company's budget was maximized as its growth in conversions was accompanied by a 14% decrease in spend.



Logical Position has been a great resource to add to our marketing team. Their knowledge and efforts running our Google paid search ads has freed up our team's time, while increasing our ROAS enough to more than pay for their services.



- Sarah Wilson

Ecommerce Director
for Ban.dō Designs