Fusion Teas

Fusion Teas, a well-known brand of loose leaf and black tea, has seen significant growth over the past year. In August 2020, Fusion Teas opened a brick and mortar store and also moved to a different warehouse, as they outgrew the one they previously were in.

Fusion Teas was founded in April of 2010 with the intention to share the world of quality loose-leaf tea with others. They are not just about selling teas; they are about discerning tea connoisseur, and with the impacted 2020 Ecommerce market as well as increased market windows and further driving conversions.

One of the reasons Fusion Teas came to LP was to help sell more teas, which is where they had better profit margins. Their previous strategy on Google, however, included a lot of auto-bidding and they had not spent enough time on their campaigns. With the help of LP, Fusion has seen great success in the market.

From the start of the campaign, the client’s goal was to implement SEO into existing Google Ads campaigns to drive awareness of Fusion Teas’ products. The team identified several keyword variations to target for each type of tea. In addition, LP identified several keyword opportunities that the current campaigns were not targeting to expand the client’s market reach.

Paid Search Approach

Fusion Teas’ initial goal was to improve their current 15th-position ranking. With the help of LP’s paid search team, they were able to make improvements and progress to a 5th-position ranking. With this increased delivery, Fusion Teas saw an increase in revenue by 200%. Fusion Teas even saw an increase in conversions by 145% in December 2019 when compared to the same month in 2019.

Due to the success of the Google Ads account, Fusion Teas chose to upgrade their services with LP and upgraded their package in October 2019. Before LP, Fusion Teas was not receiving a clear shared budget as well, so it was clear to identify what was converting/had the best ROAS. LP also shared budget as well, so it was clear to identify what was converting/had the best ROAS. LP also included an all manual bidding strategy, so each product had a fair opportunity before narrowing down the top sellers.

Logical Position segmented the account to be much more granular and included an all manual bidding strategy, so each product had a fair opportunity before narrowing down the top sellers. This increased delivery is even more impressive when looking at the spending. In December 2019, Fusion Teas saw an increase in conversions by 15% and a decrease in cost per click by 50%.

Paid Search Results

From September 2019 to September 2020, Fusion Teas saw an increase in users of 156% (5,501 to 14,432). In addition, their site’s overall traffic increased by 54% (5,501 to 8,606). Fusion Teas also saw an increase in revenue of 20% ($9,046 to $11,254). With the help of LP, Fusion Teas was able to increase their revenue by $1,000 and saw an increase in revenue of 20%.

Since working together, Fusion Teas has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped Fusion Teas to increase their revenue by 200% and to increase their revenue by 20%.

Goals

- To increase brand awareness
- To increase site traffic
- To increase conversion rate
- To increase revenue

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