Background

Hey Dude Shoes started in 2008 with a desire to see comfortable, lightweight, stylish and yet still affordable shoes become the standard, not the exception, for how you treat your feet. The company makes a wide variety of slip-on shoes made with a breathable lining, making the shoes extremely lightweight and comfortable. The company’s emphasis on free 3-day shipping and their wide range of styles has made them a top choice for consumers looking for cost-effective footwear.

Key Metrics

<table>
<thead>
<tr>
<th>In Additional Revenue Per Month</th>
<th>Increase in Return on Ad Spend</th>
<th>Additional Conversions Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7M</td>
<td>3x</td>
<td>90,000</td>
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</tbody>
</table>

"Logical Position has done an amazing job in keeping Hey Dude Shoes on top of our Google shopping game. As the Digital Marketing Manager, I deal with various channels of advertising and LP has saved us a lot of time on managing our day-to-day strategy. They have helped us increase our ROAS goals, maintain consistent, clear communication with us on a weekly basis, and we rely on them to use every opportunity we need. They understand our business and its technology, which has led to a successful partnership with Hey Dude Shoes.

– Steven Yu, Digital Marketing Manager at Hey Dude Shoes

Why'd They Come to LP?

Hey Dude Shoes had been running a fully automated pay-per-click (PPC) campaign prior to working with Logical Position. This tactic appeared to be cheaper on the surface, but wasted ad-spend budget due to insufficient audience targeting. Hey Dude decided to turn to an experienced agency to harness the performance data. The company had already been seeing a 4.5x return on their paid search campaigns on their own, so our initial goal was to achieve at least a 3x return on ad spend for Hey Dude Shoes.

What Strategy Was Used?

With our account goals established, our paid search team got Hey Dude Shoes on our in-house data feed service, FeedLogic. This allowed us to clean up Hey Dude’s product feed and optimize their feed to perform better on Google Shopping. Since Hey Dude has a large product inventory, FeedLogic made the most sense so that our team could constantly monitor the feed to make sure everything is running smoothly—product disapprovals are common and can be hard to catch if not managed properly. New, segmented shopping campaigns into Branded and Non-Branded, meaning we separated consumers specifically searching for “Hey Dude Shoes” from generic queries for similar lifestyle comfort shoes in their category. This helped us improve efficiency in our branded campaigns, targeting them separately but also leveraging the same product feed for our campaigns.

Once our paid search ads started generating traffic, we were able to conduct audiences to remarket to. We created Display campaigns and used our remarketing audiences to show ads to consumers who had browsed the Hey Dude Shoes website, but hadn’t made a purchase. We also created unique ads for each product category, such as hiking shoes, water shoes, and work shoes. This also allowed potential customers to get familiar with our site—there was always something new to see on the website.

Hey Dude’s ROAS was already at a 4.5x when they started with us—a solid return, by any definition, and a tall order to beat. We’ve increased their ROAS to a 7.62x—meaning they’re seeing $7.62 back for every $1 spent on advertising. Thanks to our analysis and guidance on search trends, we’ve also helped Hey Dude identify new categories of shoes to create, such as hiking shoes, water shoes, and work shoes.

What Were the Results

During our partnership, Hey Dude Shoes has increased their ad spend by over $900,000. This has given our team lots of freedom to experiment with different strategies, and increase our conversions were not limited by budget. When they started with us, Hey Dude was seeing around $250,000 per month—now they’re seeing over $7 million per month. In November 2018, they had 4,000 paid search conversions; by March 2021, we increased this number to 96,000.

Ready to Find Out What Makes Us Different?

GET STARTED NOW
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