How POC Sports Earned An 18x ROAS

Background
POC Sports is a globally recognized Swedish brand that manufactures skiing, snowboarding and cycling helmets, along with apparel and sunglasses for action sports enthusiasts. The company places an emphasis on safety and reducing the consequences of accidents. People all over the world love the brand and appreciate the simplicity and functionality that accompanies Scandinavian design.

Key Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Revenue from Paid Search</td>
<td>$2.3 million</td>
</tr>
<tr>
<td>Conversions from Paid Search</td>
<td>6,298</td>
</tr>
<tr>
<td>Conversion Cost from Paid Search</td>
<td>$18</td>
</tr>
<tr>
<td>Global Revenue from Paid Social</td>
<td>$15,000</td>
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</tbody>
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The Goals
POC Sports came to Logical Position (LP) to grow their direct-to-consumer eCommerce channel, which was a small fraction of their business compared to the traditional retail merchandising they built the brand on. They wanted with a goal of 10% growth in sales from paid search ads (Google) and paid social ads (Facebook and Instagram).

The Strategy
LP implemented a combination of digital ads on Google, Facebook, and Instagram to increase performance and drive revenue. For our search campaigns, we used high-frequency ad copy iterations to show new, distinctive ads and products to their target audiences of outdoor enthusiasts. From there, we aligned our display and YouTube ads with POC's new product launches, sales promotions, and overall product performance. Finally, we segmented our shopping campaigns between trademark search terms, such as "POC Sports" and non-trademarked, such as "cycling helmets", which allowed us to keep a more specific focus from acquisition to conversion.

On the paid social side of things, we leveraged audience targeting by focusing on seasonal product shifts. From late fall to early spring, we went after snow interests, while in late spring and summer, we segmented into road cycling and mountain biking audiences. We modeled these groups by using interest 1% and 2% lookalike audiences, but also added an additional layer of interest-based targeting to more specifically focus on seasonal groups within our target audience.

In April 2020, amidst the COVID-19 pandemic, POC added 203,606 new users on their website as a result of LP's paid search campaigns. POC is confident with Logical Position to make real-time data-driven decisions to further increase our consumer reach, while maximizing revenue and efficiency gains. We are proud to call Logical Position a partner!”

- Elan Maj, POC's North American Digital Manager

Ready to Find Out What Makes Us Different?

GET STARTED NOW
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