



# GK Elite Sportswear

Tracking Using Adwords Case Study  
GK Elite Sportswear Finds Better Conversions  
with DaBrian Marketing Group





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## About GK Elite

GK Elite Sportswear is well-established as an industry leader in the most technically-advanced athletic attire to gymnasts and cheerleaders. GK Elite has been supplying leotards to Olympians since 1992.

## The Issue

### PPC Conversions ≠ Ecommerce Sales

#### KEY QUESTIONS:

1. What ads / keywords generate Sales
2. What is our Cost Per Acquisition (CPA)
3. How can we optimize to:
  - a. Increase Sales
  - b. Lower CPA
  - c. Maximize ROAS

## The Fix

PPC Conversions = Ecommerce Sales (Transactions)

## The Results

### AdWords Conversions: 99.08% Decrease!

*"Now Only Tracking Ecommerce Transactions"*

1. Transactions: 276.86% increase
2. Revenue: 287.31% increase

## The Benefits

#### Key Question Answers:

1. More Informed Decision Making (Keywords/Ads that drive Sales)
2. More Accurate Business Data (CPA, Return on Ad Spend)
3. Optimize Pay Per Click (PPC) to increase conversions and ROAS

## The Facts

### Before

November 2014 - April 2015

1. Conversion Rate = 1,426.34%
2. Ecommerce Conversion Rate = 1.84%



### After

November 2015 - April 2016

1. Conversion Rate = 4.01%
2. Ecommerce Conversion Rate = 2.85%
3. ROAS (Return On Advertising Spending) = 1,649.52%