



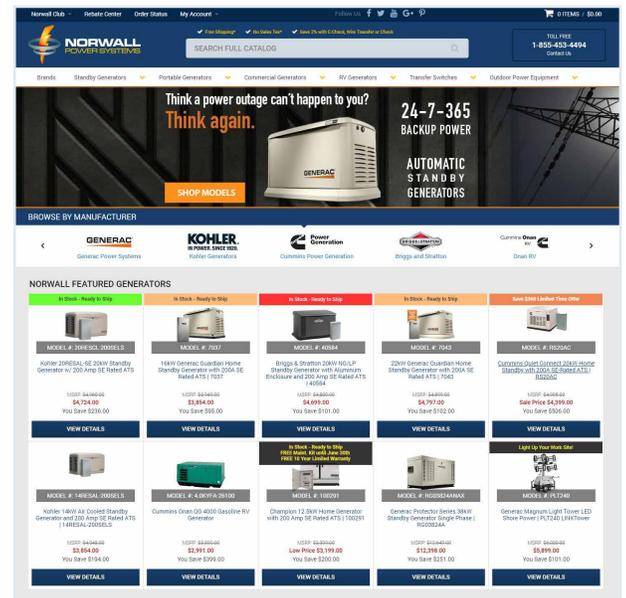
About Norwall PowerSystems

Norwall PowerSystems was established in 1997. It specializes in selling emergency backup power Generators and associated equipment. They sell and support: Generac Power Systems, Briggs & Stratton, Kohler Power Systems, Cummins Power Generation, Onan RV Generators, Kubota, Esco, IPI and Westinghouse. Norwall PowerSystems have thousands of standby generators, portable generators, automatic transfer switches, and replacement parts stocked in multiple warehouses throughout the U.S.

Campaign Goals

- ❑ Increase Conversion Value while maintaining a minimum return on ad spend (ROAS) of 2.5:1
- ❑ Achieve greater control over costs

The client's initial goal when onboarded was an increase in sales and revenue. We were able to achieve this during 2017 and exceeded their expectations. However, in 2018, we developed a new goal and priority – maintain revenue and improve ROI.



Challenges

The challenge Norwall was facing in the early stages of our relationship was that they had hit a glass ceiling when it comes to traffic and sales. They needed a reliable AdWords expert who could identify opportunities to increase qualified traffic, re-engage previous visitors, and ultimately increase sales and revenue.

White Shark Media was able to break-through the glass ceiling and increased their revenue year-over-year by 42% (\$200K).

In 2018, we began phase 2 of our program, as now that we had been able to increase traffic and revenue, we need to bring the focus back to Return on Ad Spend. The challenge now was to ensure we maintained the revenue levels, while keeping cost under control and consistently improving the ROAS which can be quite the challenge when you're spending at this level.



Our Solution

1) Attribution Model Change

Customers have evolved, and last-click attribution isn't as effective as before. With access to real-time data and limitless options, potential customers are more educated with longer, more thorough research periods. We cannot ignore our potential customers in different stages, and we must properly credit all the different touchpoints in the funnel for the value they bring to the business.

That said, we modified our attribution model. Proper data attribution allows you to apply the right campaign strategies by correctly identifying all your potential customers.

2) Automated Bidding Strategies

We tested different automated strategies through the different campaigns based on their individual goals. The campaigns' purposes vary; some of them are meant to generate phone leads, others are for account sign ups and the direct response ones for online transactions. The different bidding strategies have helped us tailor bids with greater efficiency.

3) Use of Ad Customizers, If-functions, and New Ad Variations

Customizing ads at the most granular level has allowed us to better tailor our message. The client launches monthly promotions which have worked great with the countdown formulas. We have applied if-functions per device to differentiate the audiences, and applied new split testing for all ads with new ad variations.

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Get a \$200 Visa Card for a 12kW-60kW Purchase. Offer Ends in 3 days	Buy a 12 kW - 60 kW Generator & Get a Free \$200 Gift Card. Hurry! Offer Ends in 3 days

4) Implementation of New Remarketing Audiences

We've gained a competitive advantage by properly identifying and crediting the first interaction and subsequently adding the customer to our audience lists for both search and shopping campaigns. Through the use of standalone RLSA campaigns and the addition RLSA lists to our regular campaigns, we applied appropriate ad messages and bid modifiers to make the most out of our clicks.

5) Upgraded Tracking tools

We implemented a more complete third-party call tracking software to register phone leads. This allowed us to increase phone calls by 33% from the implementation month to the next month. It also provides greater insight regarding campaign performance and calls, so we can reallocate budget more efficiently for increased call leads and online transactions.



OUR SOLUTION

After identifying the top performers and strongest campaign elements, we split the accounts into more specific target audiences. This allowed us to have greater control over the campaign's behavior, adjust the settings in a more granular way for each targeted area, and use the available budget more wisely.

The new division allowed us to apply complex strategies based on its unique performance. Among some of the segmentations were:

- Time zone targeting and geotargeting
- Devices
- Time of day

The Results

Our partnership with Norwall PowerSystems has delivered better results than anticipated and an exponential return on the company's investment. We exceeded all the goals we established at the beginning. Over the last year alone, we doubled the ROAS from 509% in May 2017 to 1,148% in May of 2018.

This year we have seen a steady month-over-month increase in total revenue.



Other Results:

- Cost Per Transaction decreased by **62%** in the last 5 months.
- Transactions increased by **45%** in the last 5 months.

Conclusion

Overall, Norwall PowerSystem is satisfied with their continued partnership with White Shark Media. This drastic decrease in cost per transaction has demonstrated the White Shark Media team's creative ability to find solutions that meet client needs and budget. Both companies look forward to a continued partnership and generating even more revenue.