

Furniture Marketing Group's Successful White Label Partnership with our Team



The Furniture Marketing Group (FMG), a buying group made up of independent retail furniture dealers throughout North America, was looking for a partner who could offer paid advertising services to their members. They brought in White Shark Media, and the partnership has been a success.

HOW WE DID IT

When we took over FMG's account, we made our priority to drive as much relevant traffic at the lowest CPC while also generating revenue. Through White Shark Media's Partner Program, FMG benefited from access to account growth recommendations, white label proposals, audits, sales enablement tools and resources, as well as pitch support.

Our partnership has been so mutually beneficial, our team has participated in FMG's events to present White Shark Media's digital marketing solutions. One reason our white label offerings were so successful is because each member of FMG got the dedicated and unique solutions they needed. As an example, the tailored strategies used for three member's accounts:

FMG Member #1

- ✔ Launched search and shopping campaigns on both Microsoft Advertising and Google Ads
- ✔ Used automated bidding strategies to maximize conversions and ROAS
- ✔ Segmented campaigns by Brand, Furniture, and Mattresses to analyze results by product category performance

FMG Member #2

- ✔ Launch three search campaigns on Google Ads
- ✔ Used automated bidding to maximize clicks and drive relevant traffic
- ✔ Leveraged the Google Search Network to increase exposure

FMG Member #3

- ✔ Launched search and video campaigns to increase exposure and generate purchases (lead gen only)
- ✔ Segmented campaigns by brands to have a higher control on spend
- ✔ Used automated bidding strategies to maximize clicks and manual CPC according to campaign type and brand

FMG is still on board with White Shark Media, and our team continues to work hard to meet their goals. For all accounts, we are constantly monitoring the audiences based on data from Google Analytics. This way, we can keep a broader reach, while still being able to make bid adjustments on the top performing audiences.

THE RESULTS

FMG Member #1

- ⬇ CPA decreased by 7.01%
- ⬆ CTR increased by 185.82%
- ⬆ ROAS increased by 1,108.28%

FMG Member #2

- ⬇ CPA decreased by 37.76%
- ⬆ CTR increased by 8.62%
- ⬆ ROAS increased by 2527.78%

FMG Member #3

- ⬇ CPA decreased by 23.24%
- ⬆ CTR increased by 31.92%
- ⬆ Conversion Rate increased by 43.52%