

“Before working with White Shark Media, my campaign’s performance was good, but not as profitable as when I turned to White Shark. I like that they are always providing new ideas and have the best interests in my business. I am delighted with the service provided”.

- Bill Webster  
FIRESIDE CHIMNEY

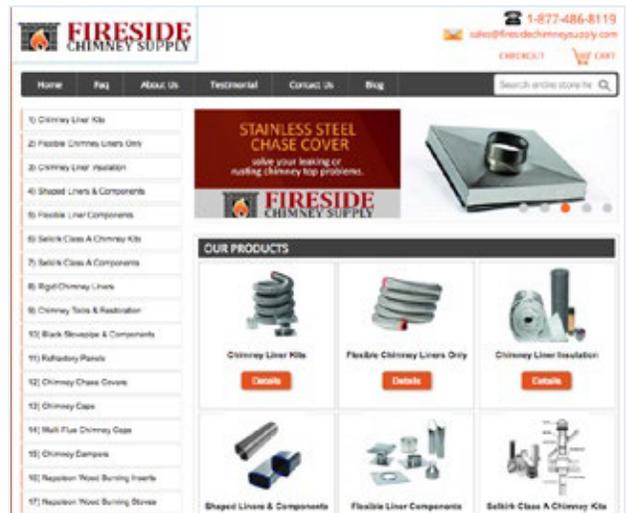


## About Fireside Chimney

Fireside Chimney Supply offers premium chimney liner stainless steel systems, as well as a wide range of other hearth products. Their products are all produced and manufactured in the United States, and their flue liners have been revolutionizing the industry since 1992.

## Goals

- > For each \$100 spent on Google Ads, they need \$500 back in return to break even (5 to 1 ROI).
- > To generate more than 22 conversions monthly
- > To make over 15K monthly revenue during high season
- > To generate over 5K revenue during low season



## Challenges

One of the challenges that we encountered when taking over the campaign was that the shopping feed was suspended since the products default page didn't have a price set. This is because many prices were depending on the size, length, and quantity of the product.

Also, the industry is very seasonal. High season is from September to February, and searches drop off sharply after that.



# Our Solutions

We had to manually expand their product feed and add multiple variations with their specific sizes to have a particular landing page and size per product.

## 1. Shopping: Target ROAS

This Smart Bidding strategy helped us get more conversion value and revenue at the target ROAS set. Bids are automatically optimized at auction-time, allowing us to tailor bids for each auction.

## 2. Smart Shopping

With this enhancing shopping campaign, the ads have more reach, and we make sure that the brand is showing within multiple platforms. It is important to be always present in the client's buying funnel. In this specific case, a person takes more than 87 days to purchase, so we wanted to make sure our ads were present within all the buying funnel.

## 3. Remarketing on Shopping and Search

A full 82% of the revenue comes from returning visitors. Therefore, we wanted to make sure we retarget that audience to give them a second chance to visit the site and to purchase.

User Type ?	Conversions eCommerce	
	Transactions ?	Revenue ?
	766 % of Total: 100.00% (766)	\$388,773.76 % of Total: 100.00% (\$388,773.76)
1. New Visitor	187 (24.41%)	\$67,984.05 (17.49%)
2. Returning Visitor ◀	579 (75.59%)	\$320,789.71 (82.51%)

## 4. Forms Installation

We installed all of these tracking metrics to track revenue, calls and forms better.

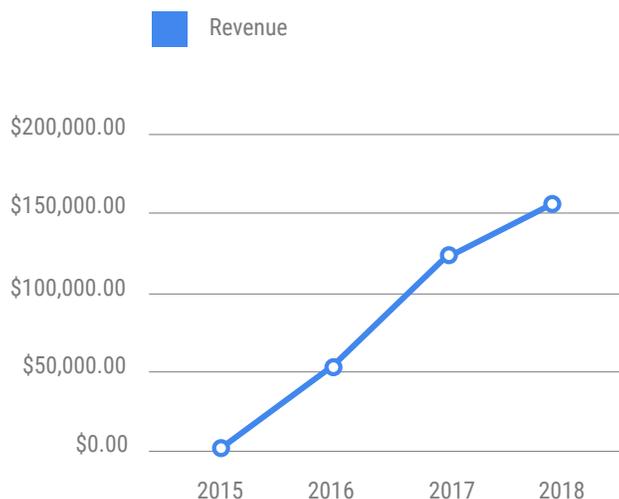
- > Ecommerce tracking
- > Call tracking
- > Contact form tracking



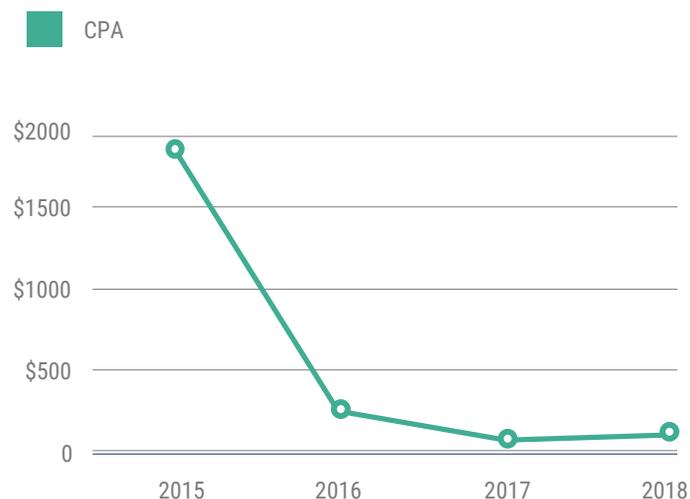
## The Results

Since White Shark Media took over the account in 2015, revenue has increased by 2515% from \$57,071 to \$122,376. Also, the cost per conversion has decreased by 96%

Revenue vs. Year



Cost per Conversion



## Other Results



ROAS has increased by  
**2200%**



Transactions have increased by  
**2076%**



Calls have increased by  
**3430%**

## Conclusion

Through White Shark Media, Fireside Chimney's campaigns went from good to great. Though faced with several challenges, including a long path to purchase and a seasonal volume decrease, we were able to increase both ROI and calls. Their total transactions have raised over 2000% in just two years.

