

Rackbuddy.com

Increasing sales funnel conversion rate through paid search campaigns

Danish interior design brand Rackbuddy builds and sells clothes racks, not just to meet personal storage needs, but as stylish furniture that reflect the unique tastes of individual homeowners. The e-commerce rocket ship from Copenhagen has been expanding aggressively worldwide - 25 key markets in just three years - and chose Digital Excellence as their exclusive partner in their internationalisation bid.



Strategy

Rackbuddy's first mission for Digital Excellence was to penetrate the German market - the company's first foray outside of Denmark. This made perfect business sense, given that the team spoke the language, but more important, because Germany promised massive market potential in paid search.

Sales picked up quickly on both **paid search (Google and Bing)** and **Google Shopping**. Soon, we expanded the campaign, adding into the mix more display-oriented sales/engagement **retargeting campaigns**, as well as **dynamic product ads on social media**, such as retargeting and lookalikes.

Our approach has always been to get the lower funnel activities to work first, and then deliver on middle and top funnel engagement. By focusing mainly on gaining a high return on ad spend (ROAS) in the early goings, we are able to quickly move on to expansion of sales and finally, optimisation of overall engagement with the Rackbuddy brand. As a result, we are able to **drive down the cost per sale** on our lower funnel campaigns.

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Achievements and next steps

By focusing on growing sales in the lower funnel and going steadily up the funnel, in one year alone, Digital Excellence has helped Rackbuddy to triple overall sales, grow direct sales, and keep its ROAS numbers high.

Replicating the same successful formula, the Danish company will continue to expand into new markets in 2019. Digital Excellence will help open up Norway and The Netherlands through **native language paid marketing**. We are also commencing sales via **Amazon.com** for Germany and the United Kingdom.

At the same time, we continue to provide technical support on **Shopify** - the preferred platform of Digital Excellence, to support paid advertising solutions for our e-commerce clients. Rackbuddy uses a Shopify template for both native websites and the .com catch-all website.

Outside of these, we also extend **insourcing services**, from Web development to content creation, allowing Rackbuddy greater flexibility while still retaining in-house its core