

# VIONIC®

WALK. MOVE. LIVE™

## Client Profile

Vionic is one of the leading global makers of consumer and medical footwear. They offer sandals, shoes and slippers in streamlined silhouettes which feature concealed podiatrist-designed technology.

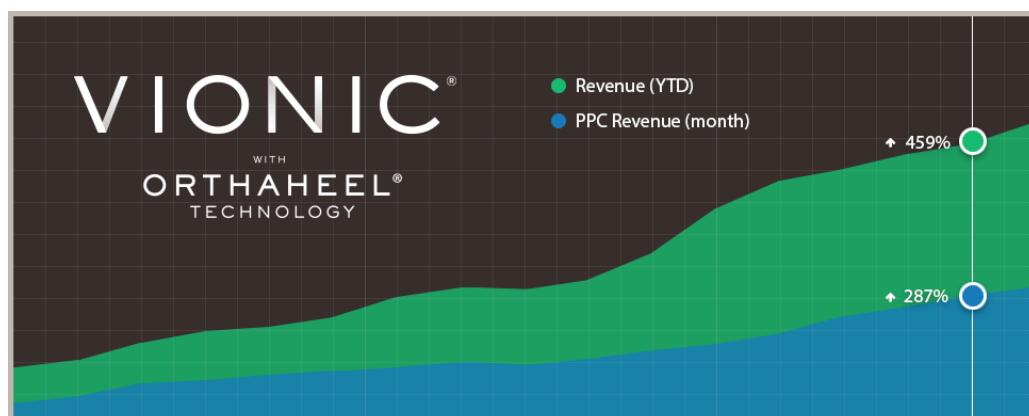
*"Blast's breadth and depth of knowledge that helped us through a major brand transition is now helping us to grow the visibility and awareness of our brand. Their team members, each with key strengths, work seamlessly together to identify opportunities and orchestrate solutions."*

**Christina Goebel**  
Director, Digital



[www.BlastAM.com](http://www.BlastAM.com)

## Paid Search Optimizations Increase YoY Revenue 450% for Ecommerce Site



## Overview

The Vionic team began working with Blast in January 2014 to improve its organic search presence across high-value products, and to support a site migration. In June 2014, they expanded Blast's engagement to include PPC management.

## Challenge

A 2013 name change, from Orthaheel to Vionic, resulted in some confusion for consumers and led to messaging challenges for the brand.

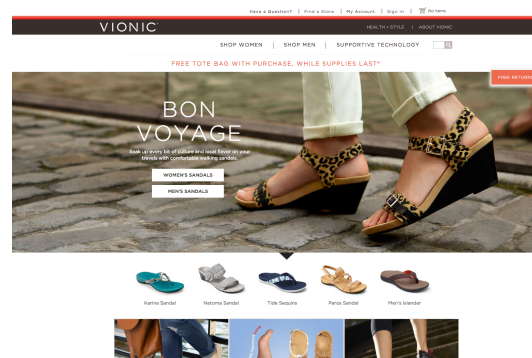
Additionally, Vionic works with a number of strategic partners who sell their brand and are authorized to bid on their brand name. It was important that the new PPC strategy take into consideration competing marketing efforts from their partners, and organic traffic, that all drive sales for the company.

At the end of 2014, **Vionic set a revenue growth goal of 20% year over year.**

## Solution

The Blast paid search team worked with Vionic to develop a strategic approach to PPC.

To educate consumers who use the retired brand name and avoid confusing those already familiar with "Vionic," **new campaigns were organized according to awareness stages.**



Blast also analyzed top keyword performance to build out recommendations for terms that should be fully funded with PPC, as well as the **projected net gain** that would occur from fully funding these keywords.

4 out of 10 people clicked thru to VionicShoes.com with only a organic result showing



Combined with paid search 6 out of 10 people clicked thru to VionicShoes.com



Campaigns were optimized for efficiency to drive a strong return and allow for volume growth.

## Results

Blast's initial campaign restructure resulted in performance that **exceeded initial projections in net gain**, and these improvements have continued throughout the year.

The brand awareness messaging funnel resulted in streamlined searches, customer education, and additional sales:

Campaign Path		Transactions
7	Brand - Orthaheel → Brand - Vionic	137
8	Brand - Orthaheel and Vionic → Brand - Vionic	117

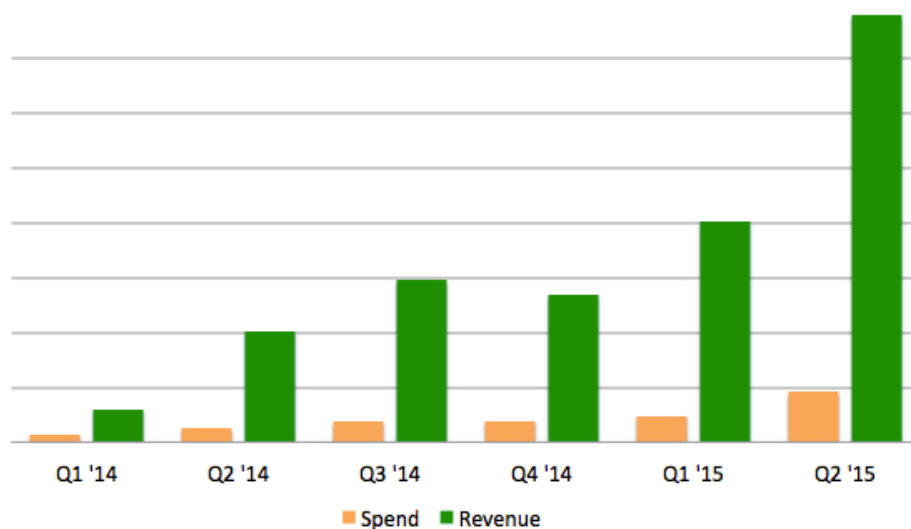
By strategically using a variety of ad extensions and ad formats (including video & shopping), ads were effectively differentiated from competition, resulting in significant account gains in revenue and across key metrics YoY:

<b>CTR: +261%</b>	<b>CPO: -40%</b>	<b>ROAS: +70%</b>
<b>Avg. Pos: -46%</b>	<b>Conv Rate: +94%</b>	<b>Imp Share: +524%</b>



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Revenue and Spend Over Time



Through a strategic optimization process, Blast has driven stronger brand awareness, and **grown Vionic's average PPC revenue per month by 287%**, resulting in a **459% YTD revenue increase**.



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