

Volcom Inc.

300%

Improvement on Paid Search Spend

Improved paid search ROAS to 8x and increased revenue contribution to 50% (vs. 15%), as a result of data analysis and new partnerships.



Brand(s)

The Situation

The Strategy & Results



Recruited to develop and execute against a full-funnel marketing strategy for the brand's newly formed ecommerce business, managing a \$3M annual budget and team of four.

- Audited existing email marketing capabilities, establishing definitions as well as segmentation rules to drive acquisition and retention tactics across prospective, active and inactive buyers.
- Audited existing marketing analytics capabilities and consequently re-platformed, developing custom performance reporting that would be published weekly across the entire company.
- Implemented new marketing channels (i.e. affiliate, display & SEO), including the negotiation of business terms for corresponding contracts with agency partnerships.