

Pay-Per-Click Advertising

My Trail Co.



EXECUTIVE SUMMARY

My Trail Co. is a new brand in the outdoor retail space, producing lightweight tents and gear. Founded in Boulder, Colorado in 2015, My Trail needed brand awareness. My Trail products are sold only direct-to-consumer — either online at mytrailco.com or at their storefront in Boulder — in order to sell at affordable prices.

My Trail became a Magneti client in 2015, focusing only on pay-per-click advertising through Facebook Ads and Google AdWords. Magneti needed to find the right audiences for My Trail to become customers, as the new company had no customers or brand loyalty to leverage. Through extensive testing, Magneti improved My Trail's ROI on digital advertising from 2:1 to 5.4:1.

ABOUT THE CLIENT

My Trail benefits from the 16-year experience of GoLite, a global leader in lightweight outdoor apparel and equipment. GoLite no longer exists, so MyTrail acquired GoLite's product designs and is bringing back improved and innovated versions of the best GoLite products. My Trail aims to produce responsibly and operate only small, cost-effective stores that focus solely on technical apparel and equipment, not casual lifestyle clothing.



CHALLENGE

Because My Trail was a brand-new company, Magneti needed to start from scratch with advertising. There were many questions to answer: Would My Trail have the same audience as GoLite? Could Magneti leverage the brand awareness of GoLite? How would people react to a new name in the outdoor space?

Answering these questions required significant testing. Magneti tested many different lookalike audiences on Facebook Ads to bring in cold traffic that's unfamiliar with My Trail, then created a sales funnel for traffic to convert ad viewers into paying customers. Magneti also tested remarketing over several time periods based on when someone visited the website. Magneti tested these frequencies to see which time period had the greatest ROI.

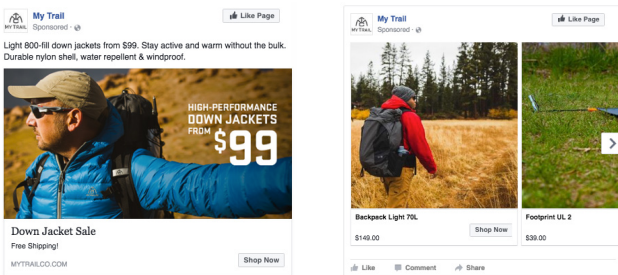
SOLUTION

Magneti controls each ad in order to provide robust testing, such as by not layering too many interests in a single Facebook ad set. Magneti continues to test the following variables, which significantly improves ad performance:

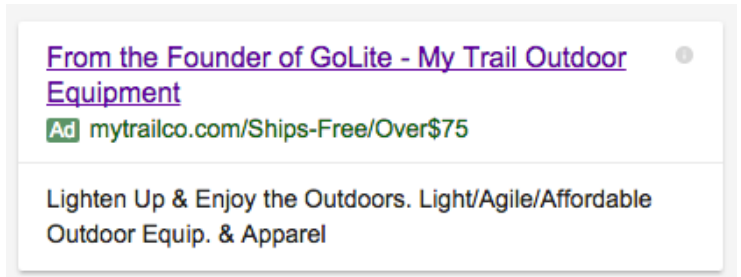
- *Audience* — Magneti uses the lookalike audience tool to find new customers for My Trail
- *Creative / Offer* — Balance between remarketing products and showcasing new products
- *Ad type* — Different products perform differently based on the ad format

Magneti also used copy to leverage the connection between GoLite and My Trail, capitalizing on brand awareness and brand loyalty from former GoLite clients.

EXAMPLE FACEBOOK AD + DYNAMIC REMARKETING:



EXAMPLE GOOGLE ADWORDS:



“The folks at Magneti constantly help me find and capitalize on new opportunities. They know my customers. They know my goals. And every day we do more together to deepen the relationships between our brand and our community, reduce our expenses and connect us to new customers.”

Thomas Dangerfield
Chief Marketing Officer, My Trail Co.

RESULTS

Before hiring Magneti as an agency, My Trail had a 2:1 return on their digital advertising spend. Through relentless and strategic testing, Magneti has more than doubled this ROI and expects even higher future returns for the new company.

BEFORE MAGNETI:

2:1 ROI



CURRENT ROI, WITH MAGNETI:

5.4 : 1 return on ad spend

ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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