



DYNAMIC CREATIVE BOOSTS CONVERSIONS FOR SHOPYAMAHA.COM

SITE CONVERSIONS INCREASE BY 5X — JUST IN TIME FOR THE HOLIDAYS

ShopYamaha.com is a premier gear and accessories retailer, selling merchandise via their e-commerce site to complement Yamaha vehicle and product lines. ShopYamaha.com offers thousands of accessories and clothing products spanning a broad array of product and customer types.

ShopYamaha.com was averaging just a handful of conversions each month. Yamaha engaged MightyHive to improve performance. MightyHive optimized the brand's programmatic media buying and ad serving, and developed personalized dynamic ads. The changes resulted in a 5x increase in conversions and a 94% drop in CPA.

TECHNOLOGIES

Google Display & Video 360

Programmatically buy media to target precision audience segments.

Google Campaign Manager

Manage media planning, ad trafficking and reporting to optimize campaigns.

Google Studio

Deliver ads that are more personalized, more relevant, and better-performing.

SOLVING FOR CREATIVE CHALLENGES

CLIENT CHALLENGES

Prior to engaging MightyHive, the Yamaha team ran campaigns serving static, product-specific creatives. As the Holidays approached, this posed several challenges:

1. The Yamaha team ran a series of three Holiday promotions. With five sets of creatives per promotion (one per product line), the team had to deliver a total of 15 sets of creatives.
2. Additionally, static ad creative limited Yamaha to showcasing only a few products from each category.
3. Lastly, the team would be faced with constant time-consuming and error-prone trafficking updates over the Holiday period

THE SOLUTION

A suite of dynamic creatives was launched that remarketed users with products they had previously viewed and automatically adjusted messaging for Holiday promotions. With dynamic ad creative in place, Yamaha was able to efficiently remarket shoppers with current promotions and products that matched their interests.

In sum, dynamic ad creative allowed the Yamaha team to spend less time on creative production, remarket users with more relevant messaging, and boost performance.

The team could enjoy their holidays, freed from worrying about swapping creatives during the promotion-heavy Holiday period.

“I feel a greater sense of partnership with MightyHive. Your team does an excellent job of trying to understand Yamaha’s goals and keep the conversation going. Working with MightyHive has helped Yamaha’s Customer Support Group take our digital advertising to a new level.

— KEN INAMORI
SHOP YAMAHA





DATA-DRIVEN MEDIA STRATEGY

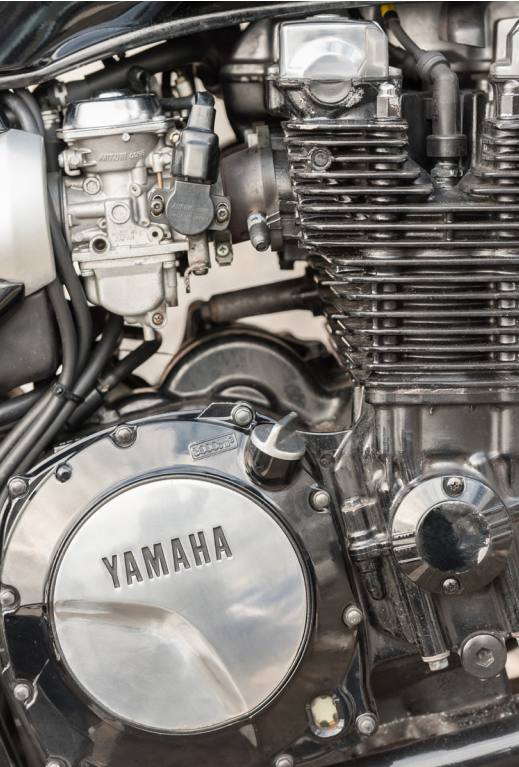
In addition to implementing dynamic ad creative, MightyHive also helped Yamaha develop a robust media and targeting strategy by finetuning prospecting audiences and introducing data-driven remarketing.

PRECISION PROSPECTING

The brand worked with MightyHive to revamp prospecting efforts and improve campaign performance. MightyHive helped ShopYamaha.com identify precise in-market customer segments and product enthusiasts across product categories, including: Boats, Street Motorcycles, Cruisers, O-Road Motorcycles, Snowmobiles, Side-by-Sides, and Utility ATVs.

GOOGLE MARKETING PLATFORM REMARKETING

In addition to helping identify better-performing prospecting segments, MightyHive recommended implementing Google Floodlight Tags on the ShopYamaha.com website. The Floodlight Tags were used to create remarketing lists of recent visitors, capturing information about which products visitors viewed or left in their cart without purchasing.



EXCEPTIONAL RESULTS

ShopYamaha.com reported only a handful of conversions during the two months prior to engaging MightyHive. Dynamic remarketing and fine-tuned prospecting together increased conversions more than five-fold during the final three months of the campaign. The ShopYamaha.com cost per acquisition (CPA) decreased by 94% over the five-month period.

By leveraging dynamic creative, introducing full-funnel strategies, and closely managing and optimizing ShopYamaha.com campaigns, MightyHive was able to unlock higher performance for this retailer than they had ever seen before.