



# Case Study - Local vs eCommerce for Relax The Back

## Client:

Relax The Back, a retailer with online and franchise brick-and-mortar sales of back pain relief & comfort products.

## Challenge:

Balance eCommerce goals with franchise independence and ensure franchise spend contributes as directly as possible to franchise sales (and not eCommerce sales).

## Solution:

Create three unique account types with varying goals:

1. eCommerce – Targeting keywords likely to convert well online on paid search
2. National Branding – Develop nation-wide Relax The Back awareness and ultimately drive in-store sales across all franchises by using the Google Display Network
3. Franchise – Create hyper-local paid search accounts funded by each brick-and-mortar location to drive in-store foot traffic by targeting higher ticket products & pain relief terms

## Results (comparing Q1 2014 to Q1 2013)

- Franchise accounts saw a 98% improvement in search CTR
- Franchise ad dollars generated 88% less eCommerce revenue
- eCommerce advertising ROAS increased 25%





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