

# MEETING ROAS OBJECTIVES FOR THE CHICAGO BEARS

## ABOUT THE CHICAGO BEARS

The Chicago Bears are the most storied football team in the NFL. The Bears retained Straight North to boost return on ad spend (ROAS) for its online store, the Chicago Bears Pro Shop, which carries unique, Bears-branded apparel and merchandise highly sought after by millions of fans around the world.

## STRATEGY

- Factor on-field performance and seasonal variance into optimization.
- Use industry trends to stay ahead of potential performance shifts.
- Adjust and optimize PPC campaigns to meet ROAS goals while driving steady revenue.
- Take advantage of unique promotional offers to maintain a competitive edge and build immediate interest.

## KEY TACTICS

- Continually optimized campaigns by pausing underperforming keywords.
- Worked closely with the client to promote Bears inventory, by using the team's seasonal marketing calendar to coordinate our ad offers.
- Consistently updated all ad extensions based on player performance and historical performance trends.

## RESULTS

### ROAS: TOUCHDOWN SCORED!

During the 2014 NFL season, we provided the Chicago Bears Pro Shop with ROAS of \$3.90.

### STRONG INCREASE IN REACH

In the same time frame, we increased the reach of the PPC campaign 61.2 percent.

## AMAZING FACT

### PPC TRAFFIC NEARLY TRIPLED

We improved the PPC campaign conversion rate 92.94 percent during the 2014 season.

“Straight North’s careful management of our PPC campaign made a positive difference we were able to see very quickly. Very pleased with the results.”

Ben Davis, E-commerce Manager  
CHICAGO BEARS

**BEARS**



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