CASE STUDIES

UPDATED AS OF MARCH 24, 2017

MONOLITH
GROWTH

Growth Hacker Kit
BY MONOLITH GROWTH CONSULTING

THE WOD LIFE AU - 2X ROI IMPROVEMENT (WITH REVENUE GROWTH)

BACKGROUND

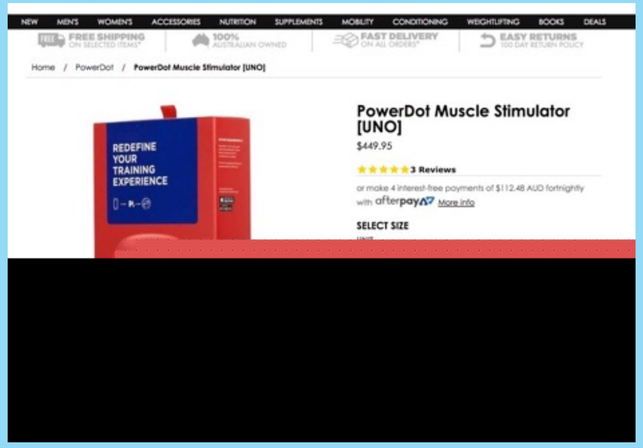
The WOD Life Australia is a Crossfit eCommerce store that offers its customers all the tools necessary to dominate their WOD.

While they've been running Facebook Ads campaigns for months, they struggled with results tracking and were not sure where they were with their ROI. They needed an ROI of 10:1 to enable the business to reinvest and scale.

CHALLENGE

After installing the tracking pixels required to get a baseline of their current performance, their ROI was only at 5:1.

To get to 10:1 ROI in 3 months, we needed to improve ROI by at least 26% every month.



RESULTS

By using segmentation & statistical significance analysis, we were able to identify the best targeting, placements, and products every month to help The WOD Life not only reach 10:1 ROI by the third month but also increase quarterly revenue by 36% (25% vs. Same Quarter of Last Year).

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SANDBOX - 38% FREE TRIAL RATE IMPROVEMENT

BACKGROUND

Sandbox is an API Mocking Tool that helps software engineers increase their productivity, hence improving profitability for their companies.

Since 2014, the founders have been relying on organic traffic and from their consulting clients. They know what they have a sticky product because MRR has been growing month-on-month.

CHALLENGE

While there was growth, it has been slow so they've tapped Monolith to boost lead generation & revenue.

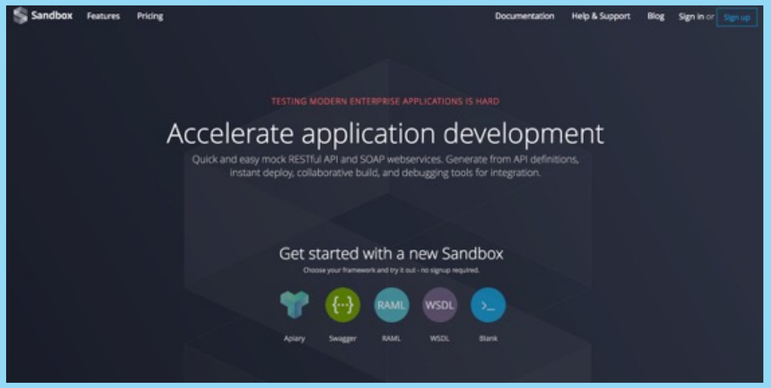
These are the specific targets that were set:

- 8% monthly growth on traffic
- 16% free trial rate for the month
- 20% MRR growth

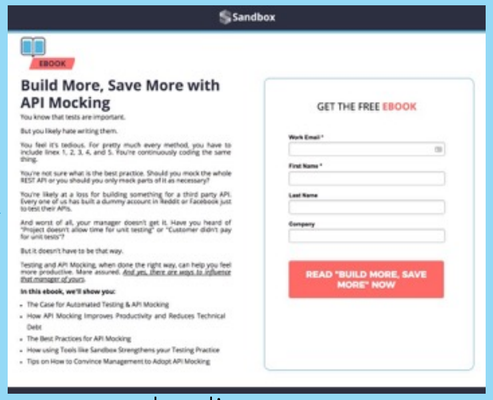
RESULTS

Through the use of an AdWords whitepaper funnel (advertising, landing page, whitpaper, email sequence) and AdWords Free Trial ads, were are able to drive the following results:

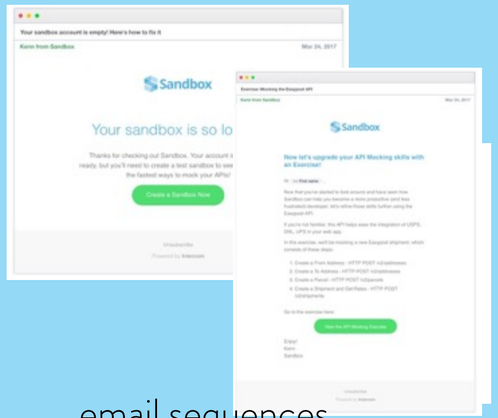
- 31% monthly growth on traffic (vs 8% target)
- 22% free trial rate (vs 16% target)
- 37% MRR growth



adwords ad



landing page



email sequences

ABOUT THE FOUNDER

Prior to founding his current growth marketing agency for eCommerce & SaaS companies, Kenn has optimized sales for these multi-million eCommerce companies and brands in his stint at Procter & Gamble:

CHEMIST WAREHOUSE | LAZADA | PANTENE | head & shoulders | Gillette | OLAY

He has since been working on optimizing paid advertising, landing pages, and email sequences to help boost leads and revenue.

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