JumpFly

jura®

Profile of a high-energy partnership
built for success

2019 Premier Partner Awards
Growing Businesses Online Category

Driving impact and delivering for clients

JumpFly's client and employee retention, and the experience of our teams, are what sets us apart from other agencies. Working with our clients to craft a long-term vision has been essential to our continued success.

Our clientele covers the underserved small and medium-sized business market, ranging from small local service companies to mid-size e-commerce clients. We've stayed true to our SMB roots over the last 16 years, even as we've grown to 40 employees.

- **50%+** of JumpFly's staff have been with us for **7+ years**
- Some clients have had the same account management team for **10+ years**
- **25%+** of JumpFly's clients have been with us **5+ years**
- A handful of core clients have been with us for **16 years**, since our inception in 2003.

Our first discussions with a new client like Jura (shopjura.com) include finding out their **business objectives**. In these conversations, we assisted them by:

- **Pinpointing their business KPIs**;
- **Helping them understand the size of the market** and **competitive landscape**;
- **Showing them how much revenue was achievable** by harnessing the power of **Google Smart-Bidding** and JumpFly account management expertise.

Driving strategy and tactics

eCommerce clients like Jura (shopjura.com) make up **50%** of JumpFly's clients. Shopping Campaigns are a core part of any eCom client's marketing strategy, but managing them can be challenging. "Give Google your catalog and be shown on relevant searches?"

- Sounds simple, but effectively managing Shopping campaigns is decidedly **not simple**. Shopping can be **overwhelming** for an advertiser to handle on their own, especially in the SMB market where one person might wear every marketing hat.
- JumpFly has **stayed abreast of all of the nuances and updates** in the Shopping space and **excels in achieving outstanding results.**

JumpFly has managed Shopping campaigns since our inception as **Google Base feeds on Froogle.** Over the years, as shopping ads and the platform have evolved, JumpFly has evolved as well.

- **All 40 JumpFly employees are certified Google AdWords Shopping professionals**, including our sales team, to ensure they fully understand the products they are discussing and selling.
- **All JumpFly staff works in Shopping campaigns**, whether creating campaigns, adjusting bids or adding negative keywords via search query reports.

Driving success with technology and automation

There's an arsenal of tools available to us to help optimize Shopping campaigns, from **auto-bidding** to **audience lists**, **attribution** and more.

- As an agency, we've implemented **company-wide initiatives** to transition all of our clients, regardless of campaign type, from manual CPC bidding to enhanced CPC (eCPC).
- Additionally, we've moved to **Target ROAS** or **Maximize Conversions** where it makes sense with a client's KPIs.
- It's also common JumpFly practice to add **audience lists** on all our Search and Shopping campaigns for **observation and adjusting bids** as applicable. Device bid adjustments can also help optimize for the purchase path and **improve client ROAS.**

In January 2018, we moved all JumpFly clients off of Last Click attribution to a more appropriate attribution model. The more **Google Smart-Bidding** automation tools we implement to make our campaigns work for us, the more time we have to craft strategies and become **partners** with and **trusted advisors** for our clients.

Driving excellence in everything

From our weekly team lunch meeting to our in-house development team -- **everything we do at JumpFly** is done to ensure that our office culture reflects the pride our employees have in our team.
- **Half of our current staff has been here for 7 years or more**, and many have over 10 years with the company. If that isn't a testament to an office culture of excellence, nothing is.
- **The permanence of JumpFly employees is an integral part of what makes JumpFly work.** We are a team, in every sense of the word.

Along with the longevity of our staff, we pride ourselves on the **extensive and ongoing training** provided to JumpFly employees.
- From **off-site Google seminars** to **in-house team-based training**, JumpFlyers **never stop learning** and stay on the cutting edge of what is happening in paid search.
- With the help of our Google representative team, we have also **pilot tested the Recommendations tab**, assisted in making the new Google Ads Editor more user-friendly and maintained an ongoing **internal churn reduction initiative**.

JumpFly is committed to staying relevant and continuing to grow as the digital advertising space evolves.
- **At JumpFly, we'll never be satisfied with mediocrity, we aim for excellence in all things we do.**
- We want to create something that has never been created before, we strive to break records and achieve unprecedented results for our clients.

This is the JumpFly culture of excellence.

The challenge

Jura sells **top-of the line coffee machines**, and competition in Jura's advertising space is fierce. Their advertising efforts compete against big-name players like Target, Amazon, and Bed Bath & Beyond. JumpFly's challenge was twofold:

- Search and Shopping efforts **needed to be rebuilt**, quickly, to hit the holiday season strong;
- **Competition was increasing** from competitors with greater market share. New performance targets needed to be set precisely to combat this hotbed of market activity.

How much are Jura competitors investing?

Advertiser Tier	Cost	Clicks	Clickshare
Tier A	$905,227	1,090,982	7.65%
Tier B	$126,869	170,539	1.20%
Jura Elektroapparate	$50,181	38,233	0.27%
Tier C	$25,065	34,650	0.24%

Jan 1, 2018 - Dec 31, 2018

The approach

In order to assert themselves in the marketplace and **distinguish** themselves from the competition, JumpFly implemented a **Multi-Channel Strategy** for Jura, focused on:

Awareness

Goal: Increase knowledge of the Jura brand

Google Product: Display
Using Display, JumpFly was able to increase Jura's visibility with in-depth user targeting

Google Product: YouTube
With YouTube, JumpFly was able to engage users to develop greater understanding of the Jura brand.

Consideration

Goal: Increase preference for the Jura brand

Google Product: Search
JumpFly targeted high-intent searchers seeking Jura machines

Google Product: YouTube
As seen in [Breville vs Jura YouTube](#)

The buyer's journey for a high-end coffee machine is extensive and 55% of searchers use YouTube to learn more

Driving Sales

Goal: Increase sales from new visitors and existing customers

Google Product: Search
JumpFly connected Jura with users that were ready to purchase a Jura-branded product

Google Product: Shopping
JumpFly utilized Google Shopping heavily for terms with high transactional intent for a cost-effective return on investment.

The results

After implementation of new search campaigns, **Smart Shopping** and other automated strategies, and **greater presence** in Display and on YouTube, JumpFly saw greater cohesion throughout the digital traffic funnel across nearly **every relevant metric**. Furthermore, Jura has seen **greater traction across other branded sales funnels** since JumpFly began marketing efforts.
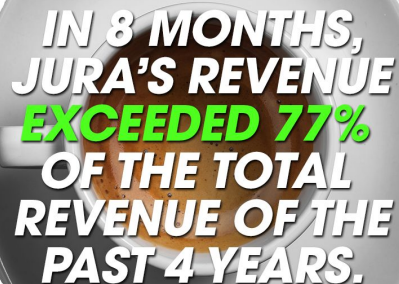
Before JumpFly

(Q1 2014 - Q3 2018)
Over 4 Years

- $308,768.32 investment
- 1,889 sales
- **$163.19** cost-per-sale
- **0.15%** conversion rate
- **3.873** ROAS
- Revenue ~ **$1,185,373**

After JumpFly

(Q4 2018 - June 2019)
8 Months

- $52,151.17 investment
- 1,244 sales
- **$40.81** cost-per-sale
- **1.38%** conversion rate
- **17.52** ROAS
- Revenue ~ **$914,057**

IN 8 MONTHS, JURA'S REVENUE EXCEEDED 77% OF THE TOTAL REVENUE OF THE PAST 4 YEARS.

JumpFly management REDUCED cost-per-sale by 75% INCREASED conversion rate by 820%

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352%
ROAS INCREASE
From 3.873 to 17.52

The projections

In the last 8 months, with **less spend** than the previous year, JumpFly decreased cost-per-sale, increased conversion rate, and significantly increased ROAS. As a result of this **extreme increase in performance**, Jura plans to increase Google Ads budget by an additional **35% for Q3 2019 - Q4 2019.**

Beyond 2019, the projected budget is expected to continue to increase

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Jura + JumpFly
Montvale, NJ, USA · shopjura.com

In 8 months, Jura's revenue exceeded 77% of what it saw over the previous 4 years

The challenge

Jura faces **saturation in the marketplace**, with a number of big-brand competitors. Huge competition means that Jura's branded advertising efforts had to **stand out** from the crowd.

JumpFly sought to leverage the **power of intent** to connect with Jura's customers at the right moment using machine learning.

The approach

JumpFly brought **branding** efforts to the forefront through display and video growth potential, **maximizing** the effect of not just digital ads, but all of Jura's marketing efforts.

Dissatisfied with typical campaign design, JumpFly **aggressively tested** innovations in efficiency for Shopping campaigns, bringing Jura's ecommerce marketing to the same level of excellence as its product design.

The results

Between Q1 2014 and Q3 2018, Jura's average cost-per-sale was **$163.19** with a **0.15%** conversion rate and a **3.83** ROAS. After implementing aggressive machine learning strategies, results improved significantly.

Q4 2018 through June 2019 produced a **$40.81** cost-per-sale **(down 75%)** with a **1.38%** conversion rate **(up 820%)** and a ROAS of **17.86 (up 361.14%)**.

"Jura already had an excellent product line, they just needed the right digital marketing strategy. Open communication, combined with Jura's willingness to test different approaches, has allowed us to cultivate that match."

—*Dain Ferrero, Senior Account Manager, JumpFly*

Featured solutions:

Audience:
› Similar Audiences
› Display Remarketing
› Search Remarketing
› YouTube Remarketing

Attribution:
› Data Driven Attribution
› Rules Based Attribution

Automation:
› Target CPA
› Target ROAS
› Maximize Conversions
› Enhanced CPC
› Dynamic Search Ads
› Dynamic Remarketing
› Smart Shopping Campaign

25%
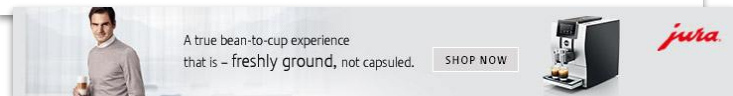Budget spent on identified audiences

4x
Higher account-wide ROAS under JumpFly management

A true bean-to-cup experience that is – freshly ground, not capsuled.
SHOP NOW

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$1,999.00
Refurbished
shopjura.com

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Espresso Yourself With Stunning Coffee Machines. Make A Perfect Cup of Coffee. A Coffee...
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Thank you for your consideration