
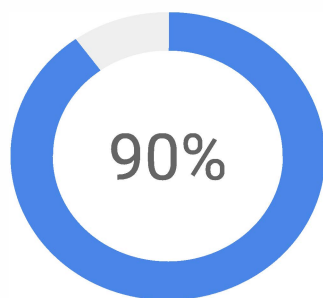





Year over Year Growth for
Wholesale Patio Stores*

111% 

Increase in Revenue



Increase on Return on Ad
Spend

61% 

Average Order Value Size

*Comparing 2016 to 2015

Wholesale Patio Store's Sizzling Success with Search

A family-owned company since 1992, **Wholesale Patio Store** is always focused on quality products and expert service. From high-end grills and firepits to complete outdoor kitchens, **Wholesale Patio Store** has the products and experts to help build a dream outdoor oasis.

Wholesale Patio Store started advertising on Google AdWords in 2009, and went through a succession of PPC management companies before the owner Todd Maltbie hired an in-house PPC manager, and then eventually managed it himself. The more time Todd spent, the more he realized that he needed an expert to help get the cost-to-revenue ratio under control. **Wholesale Patio Store** started with Google Premier Partner **JumpFly** in February of 2013, under account manager Jack O'Donnell.

Jack and his team's first order of business was to do a deep dive into the **Wholesale Patio Store's** search campaigns. He left the existing campaigns intact but worked on optimizing them while simultaneously building out new versions of the campaigns based on solid campaign principles of tightly-themed keywords and extensive keyword research.

Another component of the Google strategy was brand specific websites. Each site is specifically devoted to one of **Wholesale Patio Store's** top brands.



Case Study:
Wholesale Patio Store

"Having struggled for years paying crazy PPC fees to people who didn't know what they were doing, it was an amazing blessing to find someone who not only knew what they were doing but who charged a fair price. I will never leave JumpFly if the success we have experienced continues. Every person I have dealt with there has been top-notch human beings..."

- Todd Maltbie, Wholesale Patio Store Owner

"It's always a pleasure working with Todd and his son Ryan on the PPC marketing efforts for Wholesale Patio Stores. They always push everyone from their employees to their web developers to us here at JumpFly to achieve more. They are always excited about their business and we all share the same goal of relentlessly driving their business forward." - Jack O'Donnell, JumpFly Senior Account Manager

Search is the Fuel that Sustains Wholesale Patio Store

As each of the new campaigns started to outperform its predecessor, the older campaign was turned off. Over time, as the data came in and bids and keywords were refined and expanded, the results more than rewarded Todd's one-more, last-ditch chance on a PPC company, to the point where he's called it "one of the best decisions I've ever made."

While Shopping campaigns have been part of their Google AdWords strategy since May of 2015, Search has been the main driver of their revenue.

Comparing the Search campaigns for 2016 to 2015, conversions increased 17% with a 14% drop in spend. More importantly, their revenue rose 77.4% and Average Order Value rose 51%, and is continuing to rise into 2017.

Refinement to Reward

Jack and his team continue to improve the campaigns with an experienced eye, optimizing bids towards ROAs goals and adding negatives keywords. He leverages every bit of real estate by deploying as many extensions as possible including Location Extensions for their Brentwood, CA store.

Outdoor Oasis Comfort in Growth

Traditional brick and mortar businesses have needed to reinvent the wheel to remain competitive. Proximity and visibility are no longer limited by your zip code. PPC and digital marketing is the perfect compliment to continued growth now and for years to come.



Case Study:
Wholesale Patio Store