Profile of a high-energy partnership built for success

2019 Premier Partner Awards
Growing Businesses Online Category
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.
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.
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.
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?

<table>
<thead>
<tr>
<th>Advertiser Tier</th>
<th>Cost</th>
<th>Clicks</th>
<th>Clickshare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier A</td>
<td>$905,227</td>
<td>1,090,982</td>
<td>7.65%</td>
</tr>
<tr>
<td>Tier B</td>
<td>$126,869</td>
<td>170,539</td>
<td>1.20%</td>
</tr>
<tr>
<td>Jura Elektroapparate</td>
<td>$50,181</td>
<td>38,233</td>
<td>0.27%</td>
</tr>
<tr>
<td>Tier C</td>
<td>$25,065</td>
<td>34,650</td>
<td>0.24%</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th><strong>Awareness</strong></th>
<th><strong>Goal:</strong> Increase knowledge of the Jura brand</th>
<th><strong>Consideration</strong></th>
<th><strong>Goal:</strong> Increase preference for the Jura brand</th>
<th><strong>Driving Sales</strong></th>
<th><strong>Goal:</strong> Increase sales from new visitors and existing customers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Google Product:</strong> Display</td>
<td><strong>Using Display, JumpFly was able to increase Jura's visibility with in-depth user targeting</strong></td>
<td><strong>Google Product:</strong> Search</td>
<td><strong>JumpFly targeted high-intent searchers seeking Jura machines</strong></td>
<td><strong>Google Product:</strong> Search</td>
<td><strong>JumpFly connected Jura with users that were ready to purchase a Jura-branded product</strong></td>
</tr>
<tr>
<td><strong>Google Product:</strong> YouTube</td>
<td><strong>With YouTube, JumpFly was able to engage users to develop greater understanding of the Jura brand.</strong></td>
<td><strong>Google Product:</strong> YouTube</td>
<td><strong>As seen in <a href="#">Breville vs Jura YouTube</a></strong></td>
<td><strong>Google Product:</strong> Shopping</td>
<td><strong>JumpFly utilized Google Shopping heavily for terms with high transactional intent for a cost-effective return on investment.</strong></td>
</tr>
</tbody>
</table>

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

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

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

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**Budget spent on identified audiences**

25%

**Higher account-wide ROAS under JumpFly management**

4x
Thank you for your consideration