



SuperBiiz gets a super boost from mobile customers.

Online tech retailer sees 1,929% ROAS from mobile spend and enhanced purchase tracking of mobile customers.



1,929%

mobile ROAS



225%

increase in conversion rate



268%

more online transactions

About SuperBiiz

Founded in 2003, SuperBiiz is a technology ecommerce retailer based in San Jose, California. They sell IT and computer products such as processors, memory, and data storage, plus desktop and server solutions to businesses, governments, educational institutions, healthcare companies, and the general public.

An internal sales team handles large-volume orders, but about 70% of the company's sales are made directly to online customers. SuperBiiz's just-in-time inventory system and large distribution network

help them quickly deliver orders, a level of service that has repeatedly earned them a spot on the Internet Retailer Top 500 list.

SuperBiiz began using AdWords in 2008. They started slowly, then increased their activity in 2012 after seeing good initial results. With their customers increasingly browsing and purchasing on mobile devices, the company turned to StubGroup Advertising, a Google Premier Partner, in 2015 to better support and understand their mobile customers without increasing staff.

SUPERBiiz

STUBGROUP



How StubGroup Advertising helped



In 2016, StubGroup and SuperBiiz dove deeper into the mobile landscape. “We know mobile is big now,” says Yan Yan, SuperBiiz’s Marketing Manager. “That’s why we started to focus more on this area.” But StubGroup’s Director of Digital Performance, John Horn, notes that at first, “we had trouble seeing the revenue that mobile was actually driving.”

To bridge the gap, StubGroup helped SuperBiiz ensure that their mobile traffic reached the right places, coordinated installation of Google Analytics Ecommerce Tracking in mobile checkout, and convinced them to run mobile ads. These steps helped to paint a more realistic picture of the value of mobile for SuperBiiz.

“We have good communication with StubGroup. They’re really responsive. They spend a lot of time and effort to help us generate more revenue, so we’re happy about that.”

Yan Yan, Marketing Manager, SuperBiiz

Results

Armed with a better mobile presence and more sophisticated tracking, SuperBiiz and StubGroup could “truly understand the value of mobile and make informed decisions based upon that,” Horn says. SuperBiiz again increased their mobile AdWords spending and saw immediate results, particularly from users who were routed to the mobile site. Then, they optimized the campaigns further by removing negative mobile bid adjustments, strategically managing bids based on competition and conversions, and mining new search terms. As

a result, their return on ad spend (ROAS) soared to 1,929% for mobile ad traffic during the fourth quarter of 2016. Their bounce rate dropped 93%, while their conversion rate rose 225%. Transactions and revenue increased by 268% and 56%, respectively.

With massive ROAS growth and a mobile site delivering profits on par with their desktop site, SuperBiiz has never been more prepared to deliver a superb customer experience—no matter where their customers are looking to buy.