

A Oneupweb Case Study.

SCHWANS®





WWW.SCHWANS.COM



SCHWAN'S®

For nearly 60 years, Schwan's has been delivering easy-to-prepare meals to busy families across the country. And today, Schwan's has more than 6,000 customer service managers who deliver more than 350 products to families across the country. But there's always room to grow.

» THE CHALLENGE:

- * Drive new people to the Schwan's website, generating renewed interest in their food delivery service and new customers at a lower acquisition cost.
- * Continue to expand Schwan's reach into new regions and service areas by growing acquisition volume.

» THE RESULTS:

- * In less than three months, the new customer cost per acquisition (CPA) decreased 402 percent while ROI increased 505 percent.
- * During that same period, conversions increased 2941 percent.
- * After three months, the campaign was averaging 91 new customers per day and continued to grow.

“Oneupweb exceeds our expectations and is a devoted partner, patiently working with us as our site evolves. Oneupweb looks for opportunities to improve our business—that’s an important part of their commitment to us; they are proactive and we trust their methodology.”

-Schwan’s



» THE TACTICS:

Oneupweb immediately recognized that with so many different points of sale and product offerings, Schwan's needed to target specific messages to specific geographic regions at specific times. So they implemented an intensive paid search program that included local search strategies. Additionally, Oneupweb provided Schwan's with search engine optimization, online media planning and custom display ad and landing page creative.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for Schwan's, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.