



Keel Over Marketing

Huggle Case Study

keel-over.com

Keel Over™

Agency Overview

Keel Over Marketing is a performance-driven digital customer acquisition agency.

Through our in-depth technical expertise, our obsession with big data and our wealth of in-house experience we can help clients who live by their analytics deliver increased quality and quantity customer acquisition that drives improved ROI.

In real world terms, we kick ass at ecommerce and lead gen for sites that need to keep an eye on their return from ad spend (ROAS) or cost per lead.



Key Clients and Sectors



Over the last 8 years we have worked in various verticals. Gothic fancy dress to metal detectors, new cars to health supplements. We have multiple success stories we can share to help build confidence in our offering.

Along side this, we have a proven track record in lead generation in finance, online learning and B2B spaces.

Our skill set lies in analysing data from multiple sources to predict traffic and conversion rates.



Huggle



Keel Over has helped us put in place key objectives for all of our PPC, Shopping and Social campaigns whilst ensuring that we continue to achieve positive ROAS figures for our digital marketing spends and grow our online business.

However the agency is more than just a set of stats and they are always on hand to offer a more personal level of service and help with all the queries we have (and there are always many!). Their support has been invaluable.

Jason Heller,
Managing Director

Huggle



For Huggle, we have maintained ROAS at over **1,000%** for 12 months through their high and low trade periods.

Over the next 12 months we are looking to increase monthly spends which will increase overall revenue while ensuring we maintain a ROAS of above the target level of **800%**

The average per session (visit) value has increased **97% due to traffic refinements**

We have also added Facebook marketing which is currently delivering a **1650%** return through Q2 & 3 in 2020

Average ROAS



Spend per Visit



FaceBook ROAS



● Per Session Value

