

The Fable of 6500% Revenue Growth for trueCABLE

A True Story on Shooting the Digital Marketing Moon

trueCABLE

Selling ethernet cables online seems like a no-brainer, but it can be easy to get your marketing wires crossed in that process. That was the problem trueCABLE found themselves in after launching the business in 2015. At the time, the goal was to disrupt an industry dominated by traditional retail with a direct-to-consumer product offering that was both superior and more economical. Nevertheless, trueCABLE had early struggles achieving revenue gains that outpaced increases in ad spend. Yet they were resolute in their pursuit of perfection, working with two agencies before finding Logical Position, and the rest, as they say, is history.

About trueCABLE

trueCABLE delivers the fastest, most reliable, low-voltage supplies directly to consumers. Complete with installation tools and commitment to customer service and client satisfaction, their end-to-end solutions undergo comprehensive testing that outperform their expensive peers. With a lifetime warranty and 30-day money-back guarantee, they've earned a notable industry reputation. Whether you're a seasoned installer or do-it-yourselfer, trueCABLE has the best selection of ethernet, coax, and general use cables on the market.

Goals

- Grow attributed revenue and improve return on ad spend by 100%
- Increase customer acquisition profitably
- Expand the top of the marketing funnel
- Improve conversion rates



"Working with Logical Position has felt like an extension of our own team. We started things off with Google PPC management, but we quickly realized LP's talents and reevaluated them. LP now manages our Google, Microsoft, and Amazon PPC campaigns, along with SEO. Having a group of experts handle these digital marketing tasks for us has enabled our business to grow quicker than I could have ever imagined. They have proven time and time again that they can adapt as our business grows and eCommerce platforms change. We value our partnership with Logical Position and look forward to many more years of success together."

— John Ibbetson | VP of Sales & Business Development

Organic Search

The first service we launched for trueCABLE was organic search engine optimization (SEO), which helped us establish rapport with the client and build a solid foundation for years to come.

SEO Approach

- On-site optimizations
- Keyword research
- Content creation
- Industry relevant backlinks



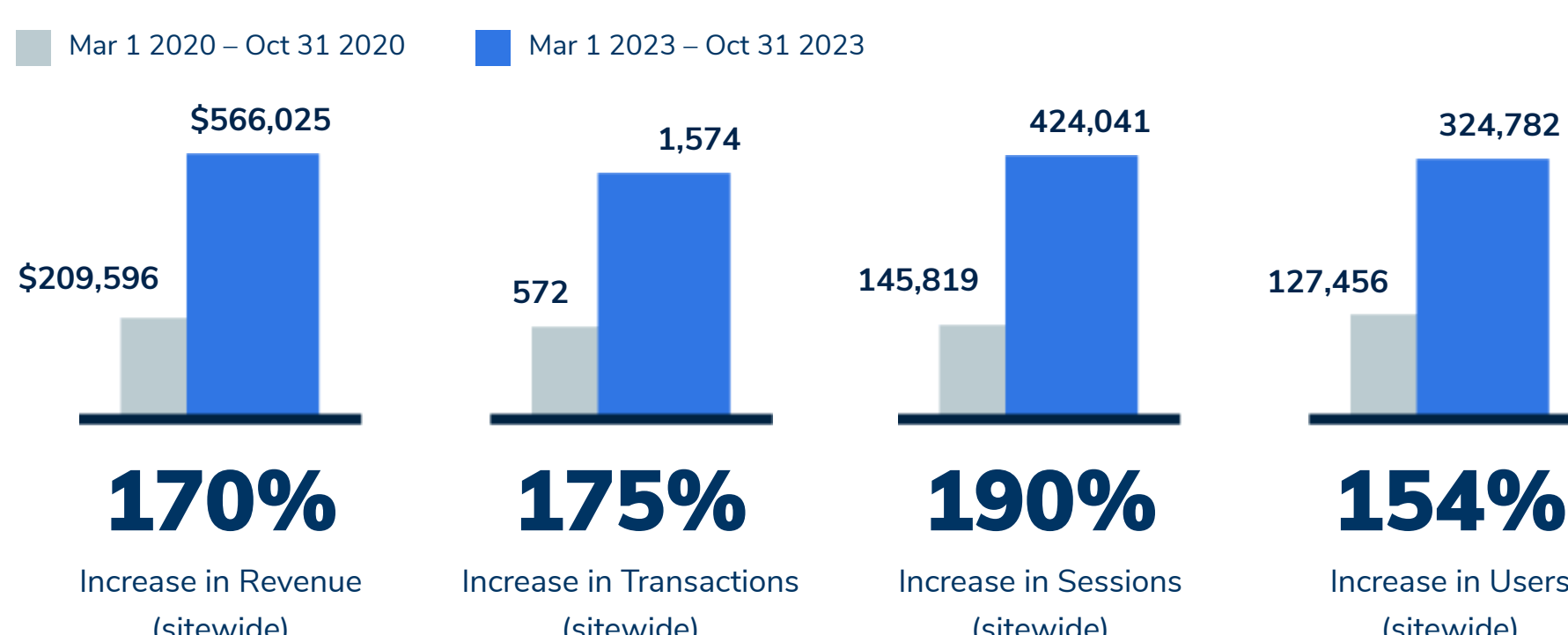
SEO Results

Growing organic rankings doesn't happen overnight, but it's always worth the wait.

Keywords



Google Analytics Traffic Growth

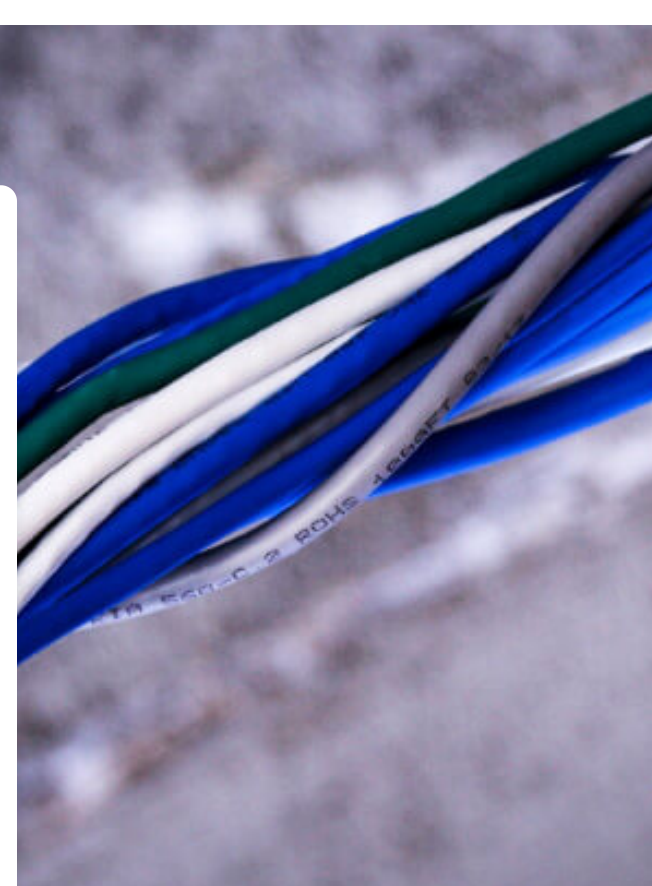


Paid Search

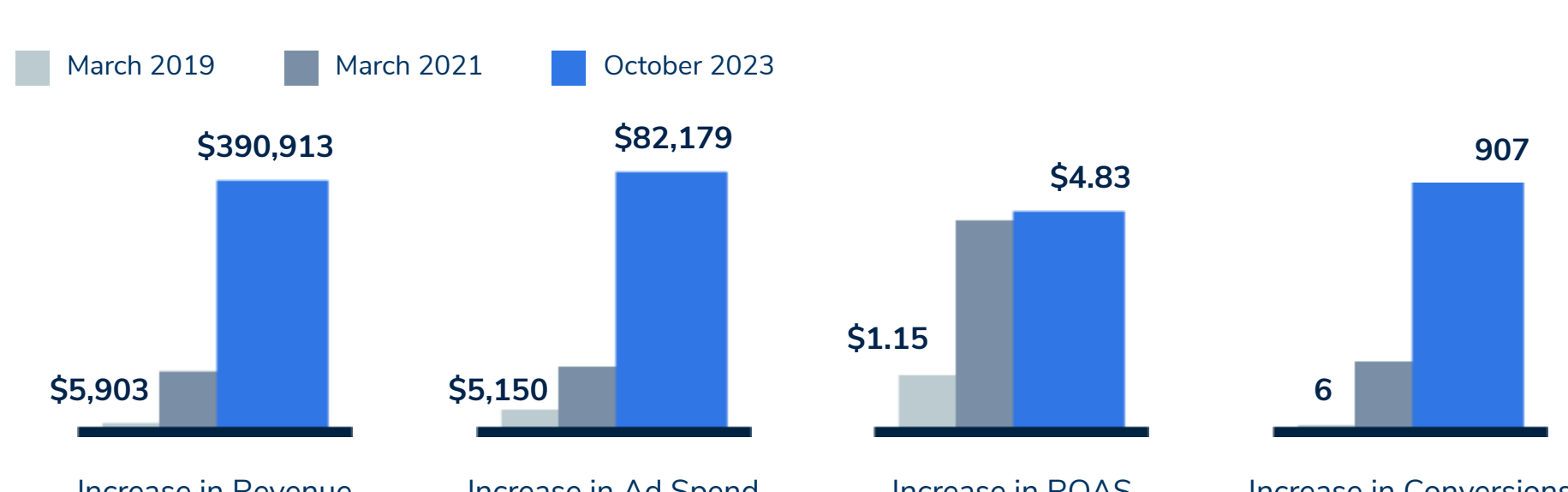
We launched trueCABLE's pay-per-click (PPC) Ads in March of 2019 to build upon our SEO success. We started by properly segmenting their campaigns and implementing accurate conversion tracking across phone calls and form fills. With so many slight product variations, we were able to isolate top performers and reallocate budget accordingly, which made an immediate impact on incoming revenue and opened the door to introduce additional managed services.

Current Approach

- Expanding non-branded search terms to increase qualified traffic
- Segmenting PMAx Shopping campaign to drive new product lines
- Continually testing new prospecting campaigns on YouTube, Demand Gen, Display



Results



Business Impact

With our SEO campaigns and paid search efforts working in tandem, our team helped trueCABLE effectively launch several new product lines — leading to higher average order values and new verticals to acquire customers. Throughout the substantial growth period in the four years of partnership, trueCABLE upgraded their site and hosting platform to handle more bandwidth. Similarly, our team earned the opportunity to manage the Amazon platform for trueCABLE and continue our growth trajectory.

Amazon Approach

With an advertising cost of sale (ACOS) goal of under 25%, our team improved campaign efficiency with new targets on scaling gross account sales. We introduced Sponsored Display and Sponsored Brand Video to expand sales further down the pipeline. New product lines are continually being added and prioritized as trueCABLE incrementally expands their product offering.



15%
Revenue Growth



24%
YoY Increase in Overall Orders



23%
ACOS

Truly Impressive

Through a well executed omnichannel approach, we've been able to bring trueCABLE's digital marketing full circuit and drive phenomenal growth for the company. From establishing client rapport, to fully dialing in a strategy, Logical Position has helped trueCABLE find success in digital marketing by taking a holistic approach and leveraging all available tools to drive home an accurate attribution model.

Is your business ready for a plug and play digital marketing transformation? Reach out today for a no obligation account review and complimentary campaign audit.

[Learn More](#)

Ready to Find Out What Makes Us Different?



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