



INTERNET MARKETING CASE STUDY

INDUSTRY: E-COMMERCE
CLIENT: PROVEN REPELLENT
CASE STUDY RANGE: 2020-2021





PROBLEM

Proven Repellent is a picaridin-based bug spray that prides itself on being a safer alternative to DEET-based competitors. Although their product was effective and ranked top among picaridin bug sprays, they struggled to receive online sales directly through their website.

In addition to the lack of conversions, they found themselves consistently ranking lower than competitors in Google search results. They had no paid advertising campaign or SEO program in place, missing out on thousands of potential new recurring customers and online sales.

SOLUTION

When Send It Rising and Proven Repellent began working together in June 2020, we developed a custom e-commerce internet marketing strategy aimed to increase web traffic and sales online. Their program included:

- Website Maintenance
- Advanced SEO
- Pay-Per-Click (Google Ads)

In addition, we aimed to increase brand awareness for their product, which can also be found through a handful of national distributors, including Walgreens, CVS, and Home Depot. In total since the start of the program, **web traffic has increased 586% YOY**, **sales increased 932% YOY**, and organic **web acquisition has increased from 36% to 67%**.

YOY 2020 vs 2021

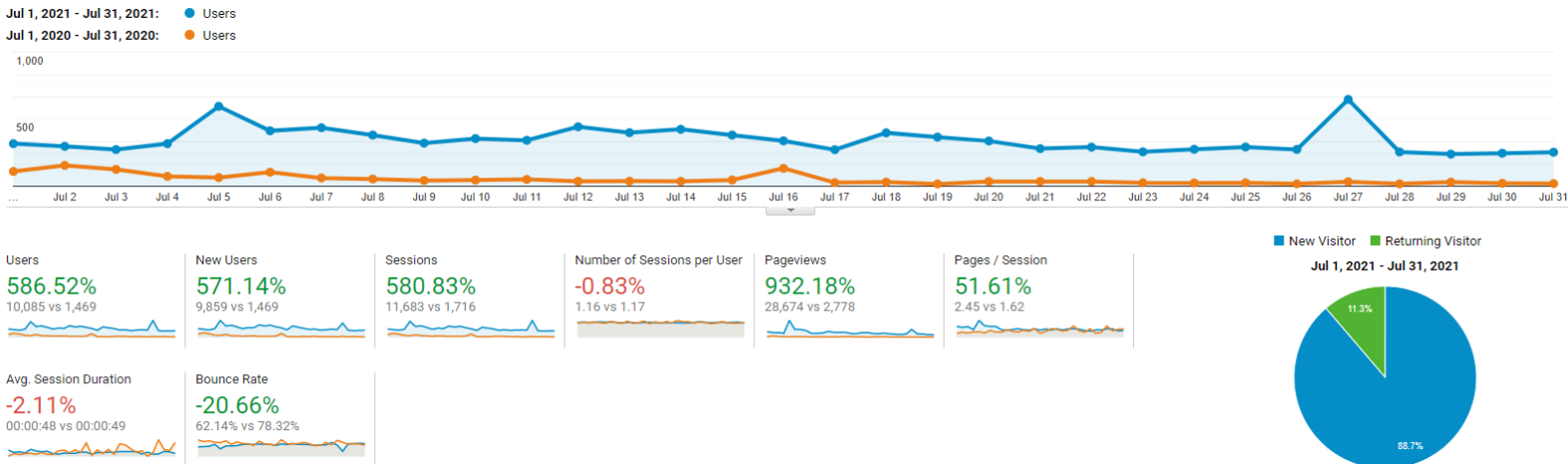
NUMBERS & STATISTICS

At Send it Rising, we are all about analytics and results. Proven Repellent's web traffic has skyrocketed since the start of their program 12 months ago, helping to make them one of the leading alternatives in sales to DEET-based bug spray.

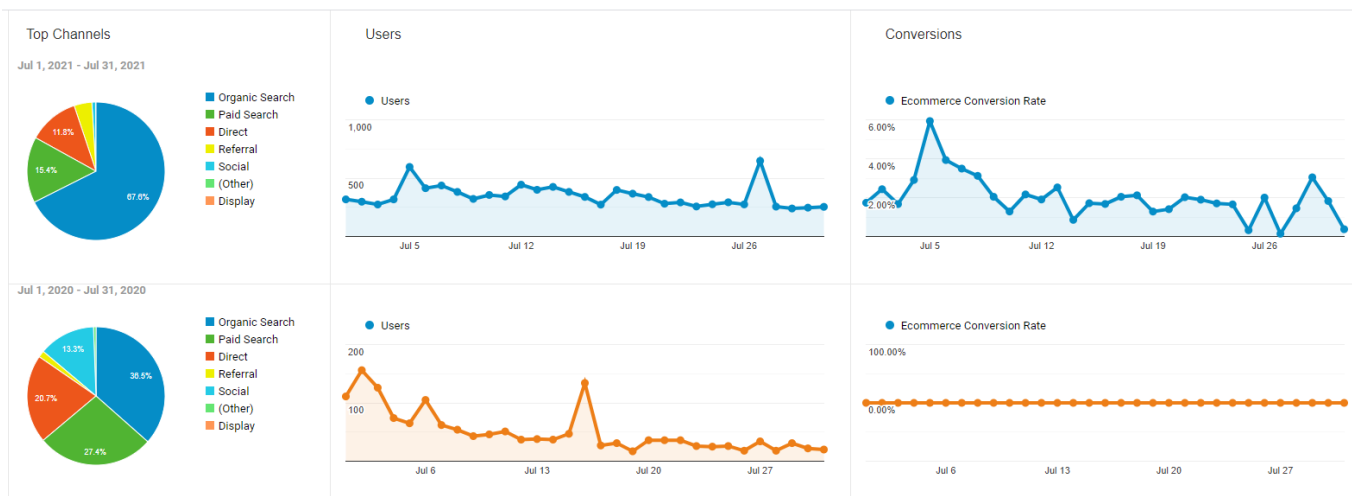
586%
increase in website traffic

932%
increase in sales

WEBSITE TRAFFIC JULY 2020 VS JULY 2021



WEBSITE ACQUISITION JULY 2020 VS JULY 2021



YOY 2020 vs 2021

NUMBERS & STATISTICS

PRODUCT SALES

Date Range:

Last Month (Jul 1 - 31, 2021)
vs. Previous Year (Jul 1 - 31, 2020)

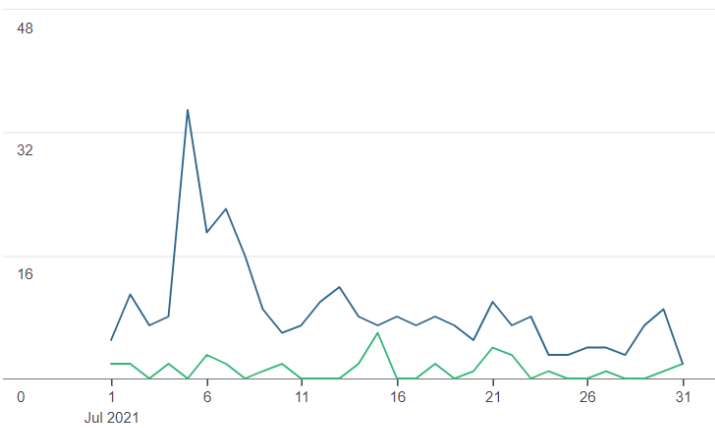


Performance



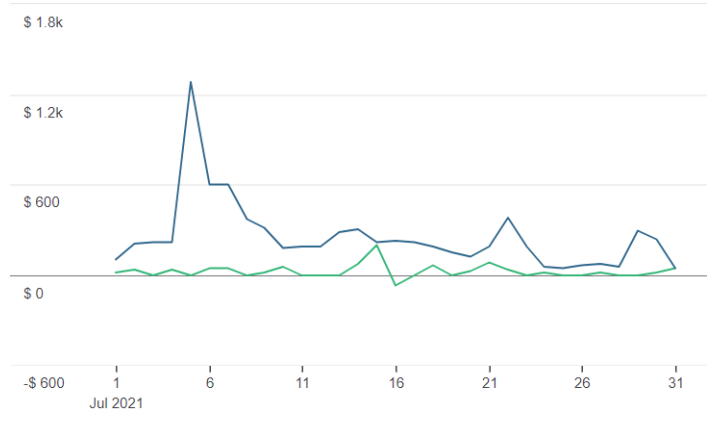
<p>Total Sales</p> <p>\$ 9,236.35 932%</p>	<p>Net Sales</p> <p>\$ 7,800.90 972%</p>	<p>Orders</p> <p>277 649%</p>	<p>Products Sold</p> <p>736 1068%</p>	<p>Variations Sold</p> <p>736 1068%</p>
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Orders



<input checked="" type="checkbox"/>	Last Month (Jul 1 - 31, 2021)	277
<input checked="" type="checkbox"/>	Previous Year (Jul 1 - 31, 2020)	37

Net Sales



<input checked="" type="checkbox"/>	Last Month (Jul 1 - 31, 2021)	\$ 7,800.90
<input checked="" type="checkbox"/>	Previous Year (Jul 1 - 31, 2020)	\$ 727.85

RICH SNIPPETS

in the first 12 months of blogging, our team has been able to rank proven repellent in the zero-point position (the most powerful position on google) for high volume keywords.

Google search results for "what are chiggers where are they found in the united states".

Search query: what are chiggers where are they found in the united states

Results: About 669,000 results (1.08 seconds)

Snippet: You can find them throughout the world, but they are most common in **the south, southeast, and midwest** in the US. Chiggers are particularly active between early spring and early autumn.

Other common habitats for chiggers include:

- Fields.
- Meadows.
- Lawns.
- Gardens and flowerbeds.
- Lake and stream beds.

Video thumbnail: WHAT CHIGGERS WHERE THEY FC IN UN STA

Google search results for "worst states for mosquitoes".

Search query: worst states for mosquitoes

Results: https://provenrepellent.com › the-worst-cities-and-states...
The Worst Cities and States for Mosquitoes in the U.S. ...
 Jul 27, 2020 — The 10 **Worst States for Mosquitoes** in the US · Florida · Texas · Louisiana · Georgia · North Carolina · Alabama · South Dakota · Oklahoma ...

People also ask: What are the worst states for mosquitoes?

The following are the ten worst states in the US for mosquitoes:

- **Florida.**
- Texas.
- Louisiana.
- Georgia.
- North Carolina.
- Alabama.
- South Dakota.
- Oklahoma.

More items... • Jul 27, 2020

https://provenrepellent.com › the-worst-cities-and-states...
The Worst Cities and States for Mosquitoes in the U.S. ...