

Background

SimplySheds is Australia's number-one online-only retailer of garden sheds, carports, garages, and larger outbuildings. CEO and Founder, Daniel Turner, says he started the business with one purpose in mind: "A retail store that favoured the customer instead of the business." The company sells the best and most trusted brands. It guarantees satisfaction, and it promises to beat any price.

Challenge

"Our marketing and growth strategy is very numbers driven," says Daniel Turner

"And when you are spending as much as we do on generating phone calls, not being able to track the precise source and trigger for the call is like throwing darts at a board that has no numbers. Google Analytics is good for discovering the search terms people used to find us, the paid-for Adwords that brought them to our website, and their browsing behaviour on our site. But it doesn't tell us which page, which special offer, which testimonial and the like prompted them to actually pick up the phone and buy a shed. And that's information that we've been wanting to know for a long time."

Turner evaluated all the other call tracking solutions. "But they didn't do what we needed. The reporting was inaccurate or there was just stuff missing. I am very analytical, so not having all the pieces of the puzzle is frustrating," he says.



DANIEL TURNER

"We've grown our business by 140 percent. This is in large part due to this new insight across our marketing."

Daniel Turner. Simply Shed's CEO

Case Study

At a Glance

Business established 2012
Online retail – Australia-wide sales of sheds, garages and other utility buildings
Website - simplysheds.com.au

Challenges

- Identify and reinforce the most cost-effective inbound sales call generating spending and activities
- Identify precise sources and triggers for all inbound calls. Google Analytics is essential, but it doesn't deliver highly-specific, actionable call-tracking ROI information
- Easy integration with Google Analytics
- Requirement for more accurate and comprehensive data than is available from other call tracking solutions

Solution

- Call Dynamics was implemented to provide precise correlation of marketing campaign elements with the most cost-effective phone-based sales outcomes

Most relevant functionality used:

- Google Analytics Integration
- Offline\Print Marketing response measurement
- Call Recording
- Keyword Reporting

Results

- Simply Sheds attributes much of the company's recent 140 percent growth to more precisely focused ROI data via Call Dynamics
- Example: a printed catalogue generated well over 100 calls, indicating a precise cost per call. Call Dynamics data also refuted negative assumptions about offline advertising cost-effectiveness

Case Study

Solution

Call Dynamics enabled Simply Sheds to demonstrate something that Daniel Turner suspected but couldn't previously prove: that more specific keywords or keyword phrases correlated with the quickest and most profitable phone-based sales. For understandable competitive reasons, he doesn't want to identify the most effective call-generating keywords and promotional tactics. But he did reveal that, although words and phrases that you might expect people to be searching on generated the majority of calls that led to sales, a very significant minority of callers were driven by much more specific keywords or on-site messages and tactics.

Results

Turner says that, with Call Dynamics, "Practically all of our spending and call-related marketing effort is now informed by evidence instead of educated guesses and hunches." He likes the fact that the system can be very simply integrated into Google Analytics. "All together, that gives us whatever we need to track everything," he says.

He attributes much of his company's recent strong growth to better return on marketing investment. "We've grown our business by 140 percent, and that is in large part due to this new insight across our marketing," he says.

In common with many Call Dynamics clients, Turner discovered something he wasn't expecting.

"I see myself as an online retail guy,"

he explains. "I've always hated paper catalogues and offline advertising and I didn't think they were anywhere near as cost effective as online marketing. This wasn't just a prejudice. We had evidence. We had distributed physical catalogues before, and directly attributable sales were unexceptional at best. But Call Dynamics tracking of specific phone numbers has demonstrated that our latest catalogue generated well over 100 calls, which gave us a cost of just \$4 a call. That was as unexpected as it was amazing. So, after that epiphany, guess which pure-play online marketing guy will be printing more catalogues and buying more paper-based ads in future!"

Case Study

Turner appreciates the way that the Call Dynamics team has responded to his feedback and suggestions. "I've not had to ask for anything major because it is a good system out of the box. But when I have needed to track a data field that wasn't in the system, it hasn't been hard to get it done. And that's a very different experience to what I've been used to."

Next Steps

Simply Sheds has ambitious plans for continued growth and for diversification into additional retail territory such as DIY and power tools. "Call Dynamics will help us to do that much more intelligently and cost-effectively than the competition," he says.

See how Call Dynamics can improve your marketing ROI

Try it now