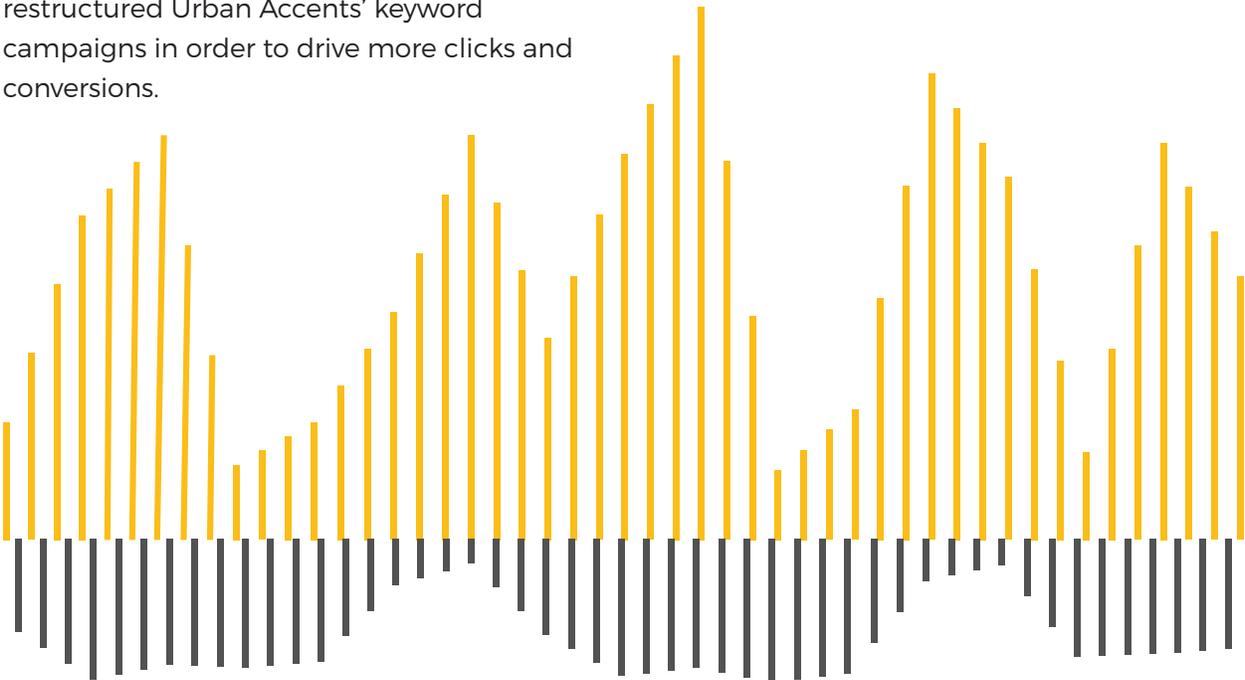


URBAN ACCENTS CASE STUDY

The RLC Media team expanded on-page and off-page organic optimizations, refined conversion tracking for paid campaigns and restructured Urban Accents' keyword campaigns in order to drive more clicks and conversions.



**Believing That Famous Brands
Begin as Favorite Brands**

Overview

Urban Accents is a Chicago-based e-commerce business specializing in gourmet spiced blends, seasonings, mixes, and sauces with unique flavors for the home chef.

When the company began experiencing a decrease in organic traffic growth, they turned to the RLC Media team to optimize site performance and restructure their data-tracking strategies. To drive organic traffic to Urban Accents' site, RLC Media initiated on and off-page SEO campaigns, focusing on meta tag management, building a robust backlink inventory and indexing the site on Search Console to verify and crawl it on Google Search. Intensive keyword research also aided the implementation of individualized product-type campaigns that drove a 16% revenue increase and 33.15% sessions increase from organic traffic within the first month.





HEALTHY WITH TRIO

SALT FREE

URBAN ACCENTS
your culinary wingman™

ROMA

hearty Italian blend



NATURAL FLAVORS
SMALL BATCH/CRMP

NET WT 0.85 OZ (24g)

Tracking accurate data to lower cost per conversion



Urban Accents required targeted conversion tracking to locate where conversions were occurring and under which relevant keywords they were receiving their greatest engagement. Utilizing prior data, a tag management code was added to improve site loading speed and streamline the ability to add and edit new pixels and tracking codes across the site. After evaluating Urban Accents' old Analytics data, it was clear that their "conversion" data was in fact tied to neither transactions nor revenue. As a result, RLC Media placed the correct pixels and tracking codes that were later utilized to optimize campaigns.

To improve quality score and drive the lowest cost per conversion in Urban Accents' paid campaigns, RLC Media reorganized the keyword bidding process through data-based research and on-page attribution modeling. The highest converting keywords reflected the ad groups deserving of high priority campaigns such as "popcorn" and "spices" which are now driven by revenue-producing individualized campaigns.

Results

Organic optimizations produced not only increased site traffic but tangible revenue growth with a 5.19% increase in overall transactions and a 20.50% increase in revenue-producing organic traffic. Initial goals to improve site engagement and organic traffic achieved key YoY results: sessions increased 46.86% and bounce rate improved.

After modifying Urban Accents' conversion tracking and on-page attribution modeling for paid campaigns, RLC Media was able to restructure ad groups in order to upgrade campaign quality scores and average CPCs. The result was a 170% increase in clicks, 63% improvement in average position, and a 156% increase in conversions YoY.

5-Month Fast Track

- Sessions increased 61%**
- Bounce rate improved 4.25%**
- Organic revenue grew by 12%**
- 70% increase in new users**



ABOUT URBAN ACCENTS

Chicago-based e-commerce business, Urban Accents, specializes in gourmet spiced blends, seasonings, mixes, and sauces with unique flavors for the home chef. Launching in 1996 with only 12 original spice blends, they have grown to over 150 gourmet products in the past two decades. They still craft in small batches to create unique seasonings with worldly ingredients. Urban Accents products can be found at retailers such as Sur la Table, Cost Plus World Market, Safeway, Jewel, Whole Foods, Mariano's, Crate and Barrel, Amazon and directly through the Urban Accents website.

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