



Catch Marketing Services
CASE STUDY

**How Divers Supply enhanced customer
experience to increase conversions by 43%**

Divers Supply

- ▶ Divers Supply provides the largest selection of the top name brand scuba equipment on the market.
- ▶ 4 full retail stores, a worldwide mail-order/internet team, and a state of the art Service Department.
- ▶ Over 40 years in business and trained 30,000+ divers



Debra Davis
Divers Supply

Learn More about Divers Supply
divers-supply.com

Goals

Restructuring campaigns for a more **tailored user experience**.

Obstacles

Optimizing keywords, ads, and landing pages with a huge selection of diving equipment.

Results

43% increase in conversions and a **54% increase** in conversion value.

Divers Supply provides the largest selection of the top name brand scuba equipment on the market. With over 40 years under their belt, they offer tremendous SCUBA training programs, dive travel, and great diving equipment deals.

With 100+ quality brands of dive equipment they sell, Divers Supply struggled with getting the **products being searched for by customers to show up** on the subsequent landing pages. Generic campaigns had been created to account for the wide variety of products. Though, this led to little control over what their customers would see when clicking on their Ads.

With the help of Catch, all of Divers Supply's campaigns were restructured for a more tailored user experience. Time was spent

creating **relevant ads and landing pages** for each search phrase. Exact match keywords and negative keywords were utilized to gain more control of what the customer saw when searching for scuba equipment.

After the campaign restructure, Divers Supply saw an increase in conversions by 43% and conversion value by 54%, while maintaining the same spend Year-over-Year for Non-Branded search campaigns.



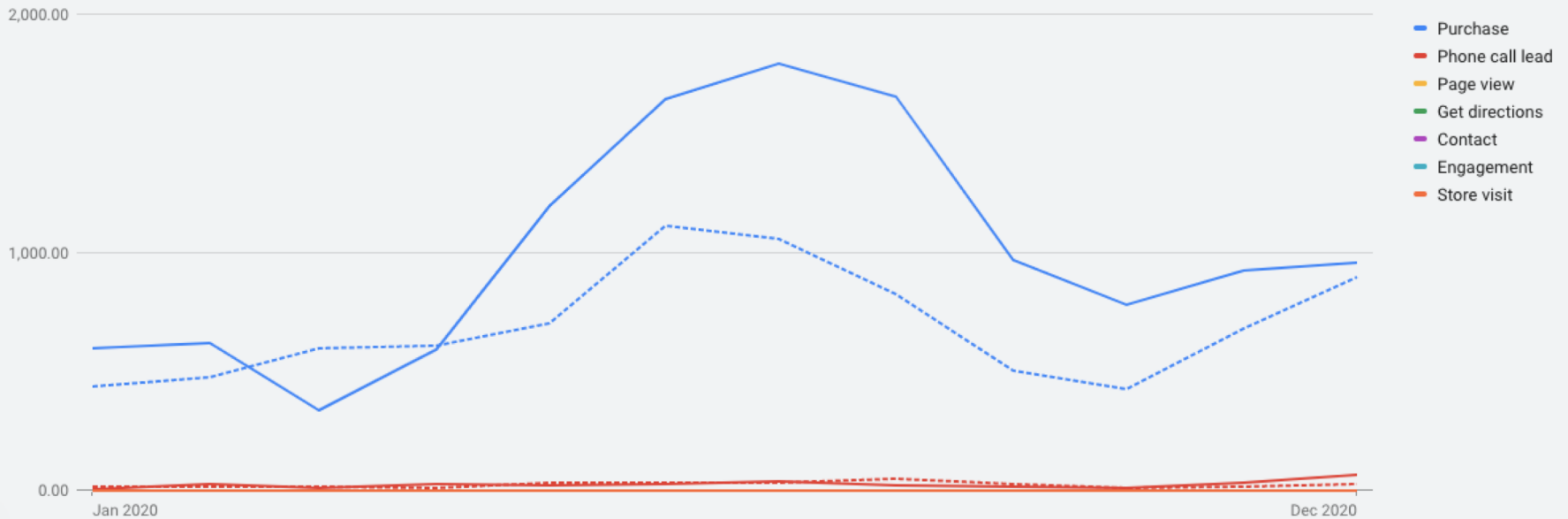
Campaigns

Custom Jan 1 – Dec 31, 2020 < >

Compared: Jan 1 – Dec 31, 2019

Conversions ▾

CHART TYPE COLLAPSE ADJUST



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