

# A Breath of Success



**US OXYGEN SALES**  
NATIONWIDE SALES AND SERVICE  
SINCE 1992

## An Analysis of US Oxygen Sales Digital Efforts

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"Never did Craig and I ever imagine that we would grow as fast as we did when we partnered and launched with Tandem. We know that our business success depends on their marketing efforts, and we trust their judgement 100% to lead us."

- Chris Cason, US Oxygen Sales

### Executive Summary

US Oxygen Sales was founded in Q2 of 2015 and partnered immediately with Tandem Interactive for fast exposure and an aggressive marketing strategy as a new business. Since launching digital in June 2015, US Oxygen Sales:

- Grown by 157% YoY
- Decreased CPLs by 66.36% YoY
- Improved conversion rates by YoY

*\*year over year metrics compared 6/15/15-4/30/16 (year one in business) to 6/15/2016 - 4/30/2017 (year two in business) \**

## Challenges

US Oxygen Sales was a newly established company with no branding, marketing, and a fresh website. Their goal was to advertise aggressively online to generate sales, develop brand awareness, and to engage with users by providing free resources to influence the buying process.

Tandem Interactive understood that challenge their lack of history presented which lead to our desire of a comprehensive and aggressive strategy from launching.

## How Tandem Helped

We launched digital efforts in June 2015 focused on generic search terms, product specific searches, and a brand campaign to help build awareness and capture return visitors. Due to HIPPA restrictions, remarketing efforts were not approved.

Daily reports are generated to ensure campaign performance and sent to the client as updates. Tandem's paid advertising team meets has weekly strategy meetings to discuss new AdWords rollouts, identify new opportunities, and discuss client challenges. As a unit, the PPC team will recent highlight success and how it can be implemented across other client efforts.

Monthly performance reports are analyzed by the PPC manager and quarterly reviews highlight new opportunities to present to the client, in addition to plan of action, as well as a compiled review on last quarters efforts.

## Results, Return on Investment and Future Plans

Quarterly audits allow the client to have a comprehensive view of Tandem's efforts which identify missed opportunities, present new efforts, and report previous quarter performance. Examples of optimizations US Oxygen's efforts have received are:

- In 2015, we launched our first marketing campaign for US Oxygen. In Q3 and Q4, we discussed missed opportunities and launched a competitor campaign, segmenting top performing states, shifted conversion focus from lead forms to phone calls, and paused underperforming campaigns – which lead to a 21.77% increase in calls (client suggest that 80% of calls close on the spot).
- Entering 2016, US Oxygen Sales had been in business for six months. During the following 12 month, Tandem analyzed our top performing campaign, capitalize the client's presence during peak hours, assisted in the aesthetics of the branding and website to help drive further conversions, relaunched ad copies for higher quality scores, and enabled a light box to capture users 10-15 seconds into their site visit. When comparing Q3 and Q4 YoY, we cut spend by 21.19%, increased conversions by 194.94%, and dropped the CPL by 73.26%.
- Q1 of 2017, Tandem reformatted the conversion pixel to only count unique conversions, tested target CPA bidding (opposed to manual/enhanced CPC) and changed some campaign network settings to increase traffic without jeopardizing lead quality, CPL, and improving site conversion rates. Comparing Q1 2017 to Q1 2016, Tandem cut spend by 5.91%, increased conversion by 94.63%, and dropped CPLs by 51.64%.

“Some days Craig and I have so many leads, we have to call Tandem and tell them to turn off because we just can't handle the volume. I never thought it would have come to that, that quickly. “

- Chris Cason, US Oxygen Sales