



How The Source Turned Its Digital Marketing Around And Grew Revenue 210% Year Over Year

CASE STUDY

111%

Jump in revenue just from
organic search

1,520%

Return on
advertising investment



"Prosody Digital has made the complex world of digital marketing easy for us. They've totally taken digital media off our plates, so we can focus on growing the business."



Dave Beddome, Owner,
The Source Snowboard and Skate



The Source Snowboard and Skate is a popular Canadian leisure brand based out of Calgary, Canada. The business serves its customers with a team of 60 employees working across both bricks and mortar stores—and online.

HIGHLIGHTS



Challenges

- Lacking the time and expertise to excel online
- Running an outdated ecommerce site
- Spending thousands a month on developers just to keep the site operational
- Throwing out adverts with no real knowledge or plan
- Struggling to unlock accurate analytics
- Missing out on traffic, sales, and revenue

Challenges

Online sales suffering due to decade-old website and not giving digital marketing enough attention

Before they found Prosody Digital, The Source Snowboard and Skate was making a ton of mistakes with their digital marketing. As a result, they were losing out on customers, revenue, and opportunities to strengthen their brand.

At the heart of the problem was an outdated and creaking website. This was built by a developer back in 2008 using the Magento 1.0 platform, **meaning their online shopfront was over a decade old!**

The antiquated site was riven with limitations. It couldn't support the new integrations and features that modern shoppers expect, and they were falling behind competitors in terms of rankings and traffic.

Even more seriously, the site was prone to frequent crashes, which led to frustrated customers and lost sales.

At first, The Source depended on the site's developer to manage ongoing issues and maintenance. But when he left, problems compounded dramatically.

"The developer's creation started slowly falling apart and we had to constantly bring in expensive developers—rushed and unknown—to try and figure it out and get us up and running again," explains Owner Dave Beddome.

The site was also vulnerable to security breaches. And when it was eventually hacked, e-commerce was down for two weeks, which caused big financial consequences.

"We spent tens of thousands of dollars on developers to recover after being hacked," says Dave. "When you add in the lost revenue from having the site out of action, it really impacted our business."



Solution

Prosody Digital provides
The Source with:

- Hands-on customer service that large agencies can't match—and experience that exceeds them
- Paid advertising, including search, display, and dynamic product ads that improve their bottom line
- SEO expertise that drives traffic and organic revenue
- Seamless migration of website to Shopify Plus
- Full stack of support that provides competitive edge



Results

- 210% uplift in revenue YoY
- 111% increase in revenue from organic search
- 15% increase in site users
- 1,520% return on advertising investment
- Tens of thousands of dollars saved on developer costs
- Weeks of time back to focus on new opportunities and growing the business

Almost as problematic, the business wasn't paying attention to digital media. They were doing almost zero advertising on Google and social channels, and any ads they were pushing out were very scattergun.

“At that time, we would just throw out random ads with no real knowledge or direction of how and where to place them,” says Dave. “When I tried to dive into how to do digital marketing properly, I realized there was no way I could commit the amount of time necessary to do it myself.”

It wasn't just a lack of time and digital expertise that was holding The Source's online growth back. Their analytics were unreliable—and in a mess.

“Our website simply wasn't capable of tracking any valuable metrics,” explains Dave. “So we had no idea what channels were driving revenue online, making it an impossible job to build an informed plan for going forward.”

With no direction for its digital marketing, The Source was missing out on traffic, sales, and tens of thousands of dollars in potential revenue.

Then Prosody Digital came in to help.

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Solution

Cutting-edge ad strategies, SEO-friendly Shopify Plus migration, and success that's driven by data

Prosody Digital, which specializes in paid advertising, SEO, analytics setup, and digital strategy services, was the perfect partner to bring on board.

The agency has expertise across the complete digital marketing ecosystem. At the same time, **they're boutique enough to provide the high level of hands-on customer service that larger agencies can't.**



"Prosody Digital immediately won our trust with their expertise, enthusiasm, and honesty," says Dave. "So I just threw them the ball and said, just do what you need to do and show me the results. And really quickly, we saw growth after growth!"

When the relationship began in early 2017, The Source didn't have the time or budget to work on a website relaunch. **Even with their hands tied on technology, Prosody Digital made huge strides getting the brand seen online.**

First, the agency spent time in the weeds fixing The Source's broken analytics. This gave them a clearer idea of the business's audience and intent.

From there, **they set up The Source's first campaigns in Google, Facebook and Instagram, running ads they knew would drive revenue quickly.**

Search ads on Google targeted more of the people looking for their products, while display ads on social channels enabled them to target the right audiences by variables such as age and hobbies.

"Thanks to Prosody Digital, we were one of the first in our group of peer businesses doing dynamic shopping display ads, which worked out really well and quickly brought in more revenue," says Dave.

Prosody Digital continued to fine-tune The Source's ad spend, **utilizing the latest proactive tactics—and their experience—to maximize results.**

“Prosody Digital never rest on their laurels,” says Dave. “They’re always analyzing the numbers and constantly bring in the newest forms of advertising to keep us on the cutting edge of digital marketing.”

Moving forward, Prosody Digital introduced Facebook Dynamic Product Ads, which use machine learning to granularly target people with highly relevant content. They then brought on Feedonomics as a partner to expand dynamic shopping ads across social channels and Google.

By now, **The Source had the budget and bandwidth to redevelop and migrate its e-commerce site to Shopify Plus.**

At this point, Prosody Digital applied its expertise in SEO and digital strategy to ensure the new site was found by the right people and drove the right kind of traffic. In a massive technical undertaking, they:



Redirected over 11,000 URLs



Safeguarded all the traffic and organic revenue they’d worked hard to build—and implemented strategies to push the numbers even higher



Worked hand-in-hand with The Source, brought in other disciplines to complement their skillset, and ensured the site transition was seamless

The result was an extremely successful site launch that finally gave The Source a competitive advantage in winning customers’ attention—and dollars.



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Results

210% jump in online revenue, sky-high ROI, and their brand image boosted online

Thanks to Prosody Digital's support, **The Source has improved its online visibility—and boosted sales and revenue beyond expectation.**

“Even when Prosody Digital was hamstrung by our long-in-the-tooth website, they still delivered more revenue and impressive ROI every year,” says Dave.

In fact, in the final year before website migration, The Source achieved Return on Ad Spend (ROAS) of 7.68. In other words, **they earned \$7.68 in revenue for every \$1 spent on advertising**, which contributed to 50.6% of total revenue. So even before site migration, they had a strong ROI of 411%, while overall site revenue jumped 12%.

Following migration from Magento 1.0 to Shopify Plus, **these results went into overdrive.**

Prosody Digital's SEO work resulted in an increase of 111% in revenue from organic search, with a 15% increase in users. **Ad performance also skyrocketed, as The Source achieved ROAS of 22.37 and overall ROI on ads of 1,520%.**

Meanwhile, **overall revenue increased 210% Year over Year (YoY) once the new site was in place.**

Suddenly, The Source's brand had the online status it deserved alongside a dramatic boost in sales performance.

“Of course, the numbers mean a lot to us, but the partnership we've developed with Prosody Digital is just as important,” says Dave. “They're easy to work with, **proactive about everything, and always focused on bringing the best value.**”

Even with changes forced on digital marketers by Apple's iOS 14.5 update, Prosody Digital continues to deliver outstanding results. In 2021, overall online revenue was at least 275% higher than the year prior to engaging Prosody Digital. Compared to 2020, revenue was up 56.48%.

So despite the limits iOS 14.5 places on Prosody Digital, they continue to find innovative ways to keep The Source ahead of the competition. Happily, they're at 20.37 ROAS for 2021 and a blended ROAS/MER (media efficiency ratio) of 29.07.

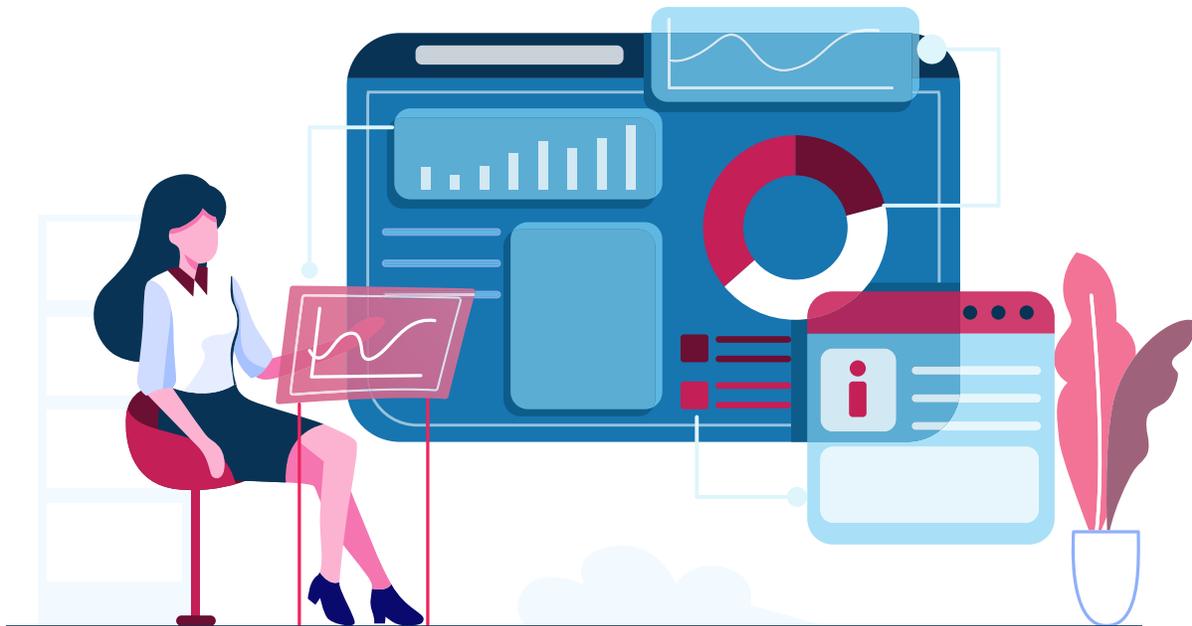
Dave recommends Prosody Digital to any e-commerce owner or marketing director looking to grow their online business at pace.

“We hand over 100s of thousands of dollars in budget every year to Prosody Digital and leave them to run with it, because we trust their expertise and results so much,” says Dave. **“They are super trustworthy and have become more like friends than vendors.”**

Dave concludes: “Prosody Digital has made the confusing world of internet marketing easy for us. They've totally taken it off of our plates, so we can focus on running the business.”

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Skyrocket sales and revenue with Prosody Digital

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