



Since July 2016, Delegator has helped Rawlings Sporting Goods...

increase revenue from Google Shopping.

Employed Google Shopping campaigns with calculated bidding strategies to increase revenue by 3253%.

capitalize on brand value.

Helped Rawlings increase online revenue by 245% year-over-year.

optimize return on digital advertising.

Increased Rawlings appearance in direct brand searches and revenue from ecommerce.

capture the baseball search market.

Expanded the company's advertising accounts to capture the majority of the available search market share in the baseball industry.

“As ecommerce became a more important revenue channel, Rawlings needed a results-oriented agency to take it to the next level. Delegator has done just that. Their team is responsive, down to earth, and a pleasure to work with. Their diligent management has doubled our revenue from online advertising, while reducing its costs by over a third. Delegator is a trusted extension of my team that I would highly recommend.

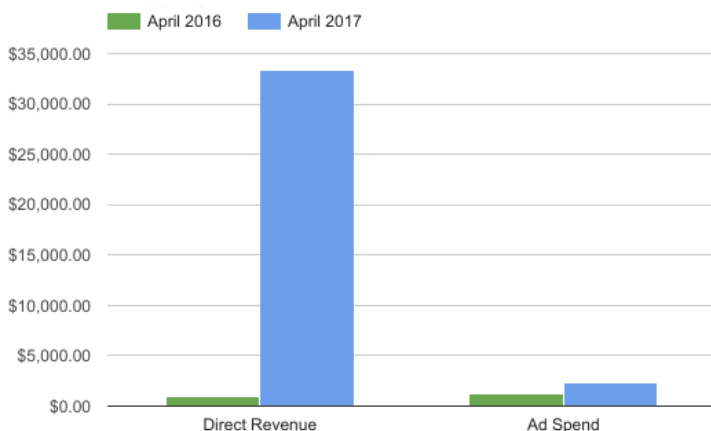
Shane Johnston Sr Director of Ecommerce

+245%
Direct Revenue

+227%
Return on Ad Spend

-46%
Avg. Cost per Click

Shopping Performance



Account Total Performance

