Groomer's Choice

Click Rain Work Examples
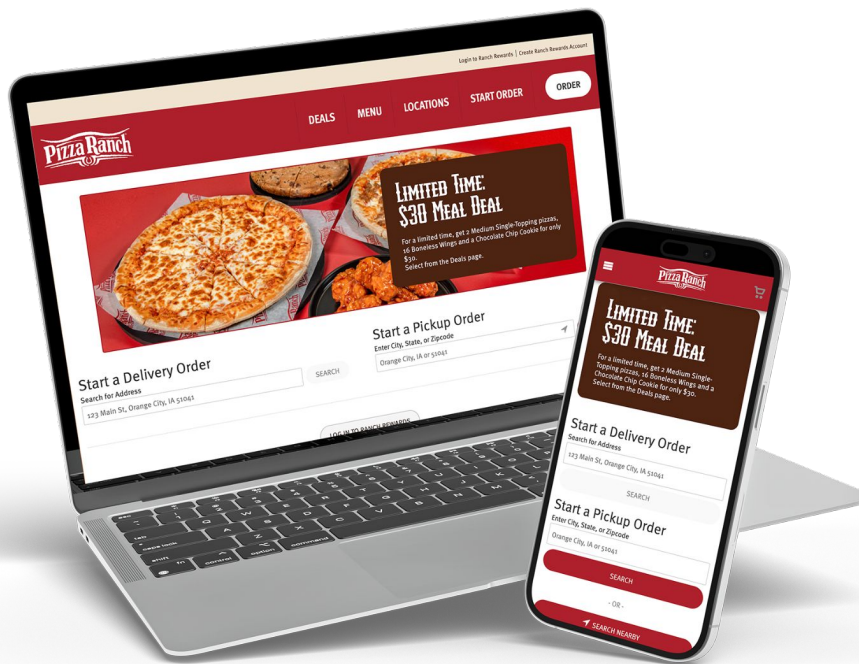
February 2025

ClickRain

E-Commerce Strategy + Results

INCREASING ONLINE ORDERS + SALES
Pizza Ranch

The Partnership
Click Rain has been Pizza Ranch's ecommerce partner since 2016. Over the course of our partnership, Click Rain has been a part of a front-end website redesign, a back-end site upgrade, a complete overhaul of the ecommerce platform, and integrations of numerous online and offline business systems, in addition to regular, continuous site optimizations.

The Solution
Each of these initiatives has been led by data and analysis. Our team reviews analytics data, ecommerce user journeys, and in some cases real customer online behavior in order to identify conversion roadblocks and opportunities. Major UX shifts have been thoughtfully implemented through a dedicated testing and observation period, in order to prove our optimization hypotheses and gain full buy-in from the Pizza Ranch team.

The Results
Click Rain's ecommerce success has shown proven results for Pizza Ranch, with **ecommerce transactions up 20% year-over-year and over 4.5x since the beginning of our partnership together.**

E-Commerce Strategy + Results
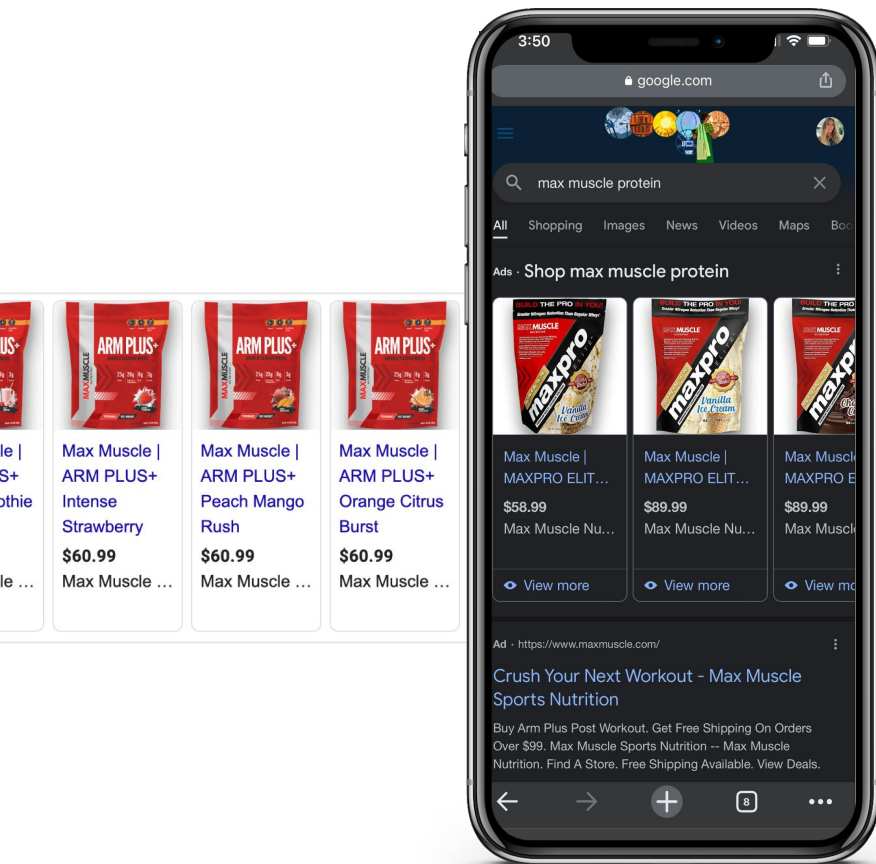
INCREASING ONLINE SALES
Max Muscle

The Opportunity
Click Rain partnered with Max Muscle to grow overall e-commerce revenue, increase year-over-year ROAS, and elevate the promotion of Black Friday and Cyber Monday holiday campaign codes. Maintaining high profit margins during this highly competitive shopping season was essential.

The Solution
A comprehensive, data-driven campaign was launched using a strategic mix of media channels, including PMax, Pinterest, TikTok, prospecting display and video, and retargeting. Audience targeting ensured that the right messages and creative were delivered through the most effective channels, resulting in increased engagement across ads, the website, and email list growth.

Through active campaign optimizations, the team tracked top-performing products, ad performance, and overall engagement, allowing for continuous improvements throughout the campaign.

The Results
The campaign delivered outstanding results, generating a 32% year-over-year increase in ROAS and driving significant growth in both total e-commerce revenue and product sales. The team continued to monitor top products purchased and geolocations, optimizing performance beyond the promotional period for sustained success.

Campaign Strategy + Performance

ENHANCING THE GEN Z ENROLLMENT JOURNEY
South Dakota State University - Undergraduate

The Opportunity

In our partnership with South Dakota State University, we aimed to actively engage the Gen Z audience by showcasing the benefits of an SDSU education and the care the admissions team offers. This prospective student audience is more digitally connected than ever before, is exposed to more ads, and can easily distinguish between authentic and inauthentic marketing. For the 2023-2024 admissions cycle, we sought a unique way to attract attention from prospective students across media channels in a helpful, authentic manner. This is where the Click Rain and Lemonly teams came together to make a true impact for SDSU.

The Solution

Click Rain implemented a recruitment campaign strategy that tapped into the expertise of our sister agency, Lemonly, to simplify the application process. Enter the Application Guide Infographic. Using the infographic, we implemented a divisible content strategy to extend the creative and messaging across multiple media channels to capture the attention of our Gen Z audience. Placements included paid social ads and stories, a mobile app unit, paid search, YouTube, and direct mail.

The Results

With a clear messaging strategy guiding our process and a cohesive design direction, the campaign resulted in engagement rates far surpassing the industry average.

- Mobile unit: 3x the industry average engagement rate
- Snapchat: 35x the industry average engagement rate
- Paid search: 2x the industry average engagement rate

Results are already showing an impressive **12% increase from last year in collective undergraduate applicants** from both South Dakota residents and out-of-state residents.

Online E-commerce Growth

ELEVATING EMAIL + PAID SEARCH STRATEGIES
Regency Hotel Management

The Opportunity

As part of our partnership with Regency Hotel Management, we manage digital marketing and website strategies designed to increase online room bookings across more than thirty hotel properties. Every strategy we implement is focused on delivering a positive return on investment (ROI) and driving bottom-line revenue growth.
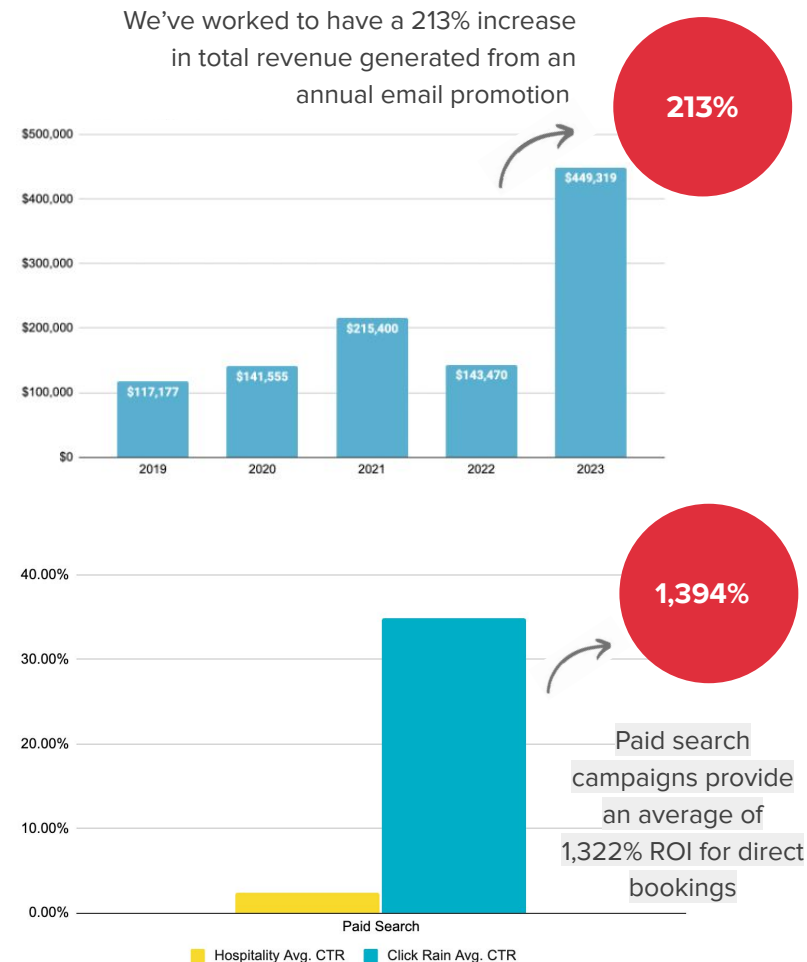
The Solution

Two of the highest-performing channels are email marketing and paid search strategies. Our team consistently works to optimize these channels and maximize revenue. For email campaigns, we leverage advanced audience segmentation, list nurturing, and targeted offers to engage customers effectively. For paid search, we focus on outperforming competing hotels and online travel agents (ex. Expedia) to drive bookings.

The Results

Our data-driven marketing strategies deliver exceptional results across these high-performing channels:

- **Email Marketing:** Annual campaigns achieve a 213% year-over-year increase in total revenue.
- **Paid Search:** Campaigns deliver a click-through rate (CTR) 1,394% higher than the hospitality industry average. Across all hotel properties, paid search campaigns generate an average ROI of 1,322%.

We've worked to have a 213% increase in total revenue generated from an annual email promotion

213%

1,394%

Paid search campaigns provide an average of 1,322% ROI for direct bookings

Case Studies
Click Rain Client Examples

For additional references, the following case studies on our website would be applicable to this project.

- Ice Cream on Wheels. B2B company increasing overall leads through targeted paid search and social strategies.
- Media Performance. Overall Click Rain media performance standards over industry benchmarks.
- Increasing Travel Revenue. Campaign results to drive tourism through personalized ad strategies.

Transparency in Reporting

Measuring Metrics that Matter

Our GA4-certified marketing strategists create custom dashboards using our preferred reporting partner, TapClicks, to share and showcase goal-specific website and campaign reporting. It's important to us that we not only provide you with metrics that matter, but also actionable insights that will help you understand what's working, what's not, and our recommendation moving forward. This dashboard will enable your team to monitor our progress towards each goal in real-time.

Our Preferred Reporting Platform: TapClicks

For teams seeking a centralized reporting solution, our top recommendation is TapClicks. This robust platform allows us to sync all data into one place, streamlining overall campaign management and marketing optimizations.

Once KPIs are identified, we'll tailor your dashboard to provide real-time visibility into how campaigns are pacing toward these goals.

Dashboards can be customized by campaign, purchase funnel stage, or specific channels—whichever aligns best with your team's needs. TapClicks integrates directly with all major media channels, HubSpot, and email platforms. In cases where a direct integration isn't available, we can easily build custom integrations to ensure seamless data flow.

Additionally, our team has extensive experience working with Tableau, Looker Studio, and other proprietary reporting platforms, offering flexibility based on your organization's preferences.
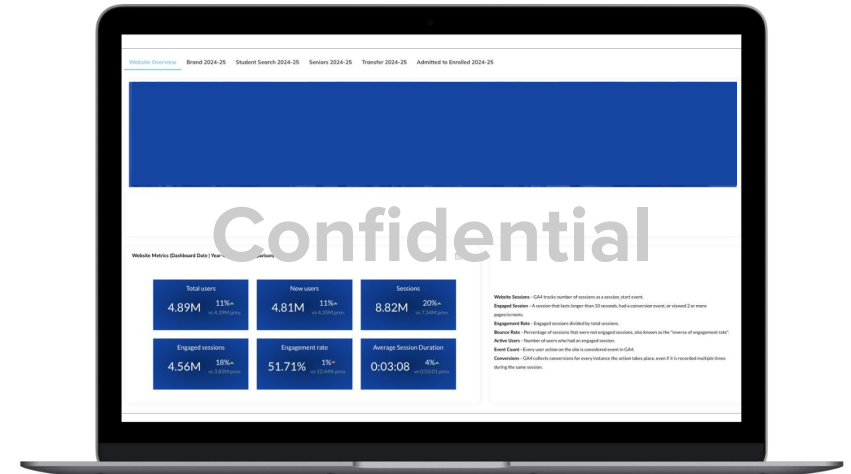
Benefits of TapClicks

- Real-time data
- Unlimited users with different user levels if applicable
- Email alerts or notifications if changes in goals
- Custom dashboard views to align with campaign goals

Transparency in Reporting

Example Dashboards

Transparency in Reporting

Example Dashboards