

## Case Study: Cubworld.com

Sports World of Chicago, located next door to Wrigley Field, has been a hub for Cubs merchandise for the past 25 years. Following the success of the Chicago store, they launched their Cubs apparel and merchandise website, CubWorld.com, in 2000. CubWorld quickly became a go-to source for popular Cubs merchandise, souvenirs, and Wrigley field apparel, and even made a significant enough impact on sales that ESPN.com mentioned Sports World of Chicago and CubWorld.com as premiere retailers for Chicago themed merchandise.

In 2007, CubWorld updated and improved their ecommerce website to keep up with a growing inventory and committed fan base. Today, website sales account for more than 25 percent of the company's total sales and continue to be a significant source of growth, especially through the 2007 season as the Cubs became the National League Central Division Champs.

### Campaign Objectives

In partnership with Web.com Search Agency, CubWorld.com determined its objectives were to:

- 1) Organize Paid Search—Organize the top 3 AdWords search engine platforms to work together seamlessly.
- 2) Optimize Paid Search—Optimize themed campaigns using PPC best practices in order to most effectively place ads.
- 3) Increase online sales—Increase relevant traffic to the CubWorld.com site in order to sell more Cubs jerseys, Cubs caps, and Cubs shirts.

### Results

- 1) CubWorld.com's Pay Per Click program with Web.com has led to thousands of dollars per month in savings on ads.
- 2) CubWorld was able to use adCenter's next generation reporting tools to fine-tune its keyword strategy and increase ROI.
- 3) CubWorld.com increased profitability due to additional exposure and assistance from Web.com Search Agency with regards to PPC best practices, expert consulting and Google pagerank from our relationship.