

SITE RETARGETING

BattlBox sends monthly packages of personally hand-picked survival, tactical, and EDC items of the highest quality. Having amassed a large buying power early on, they are now delivering items to their customers at typically half of what their customers would pay if they bought them on their own.

Founded in February 2015, they armed themselves with an aggressive "Go To Market" strategy that helped them initially grow to over 6,000 customers in 9 months. Knowing they have an amazing product and wanting to continue their growth momentum, Battlbox turned to ReTargeter to help boost site re-engagement and drive traffic.

"We take great pride and enjoyment in supplying our awesome fans with the best gear available, while preparing them for unthinkable events that are all extremely possible (minus the Zombies...we hope). And in just a 3 month flight, the ReTargeter team was able to help boost sales, and introduce our amazing products to more fans."

John Roman
Chief Marketing Officer

2,937

Clicks driven to website over a 3 month campaign

.110%

Click Through Rate

6.43:1

Return On Ad Spend

509

Total Conversions

