



# **ARE YOU MAXIMISING YOUR RETURN ON DIGITAL MARKET SPEND?**

Find out how Built for Growth Digital helped  
Early Rider increase their UK revenues by 240%  
and US revenues by over 300%!





## EARLY RIDER – THE CHAIN OF EVENTS

Early Rider was founded in 2005 in a garden shed in the market town of Henley on Thames, 30 miles west of London.

The company designs and manufactures high-quality, lightweight balance bikes and kids' bikes. Their bikes are made from sustainable materials and are designed to help children develop balance and coordination while they learn to ride.

It all began with two boys and two firmly held beliefs: one, that we need a generation more connected to the environment than devices; and two, that there's no better way to connect with the world around us than to get riding a bike.

Since 2005, Early Rider have helped redefine kids bike manufacturing and changed the perspective on what kids can do when given the best tools for the job.

"Our goal isn't just to make more capable bikes, it's to make more capable kids."

*Andy Loveland, Founder*

Early Rider originally started selling direct to consumer, through a network of partners in the UK and Europe. Then in 2016 they took their first steps into selling online with mixed results over the years which followed.

Visit [earlyrider.com](https://www.earlyrider.com)



## PUT THE BRAKES ON

Many eCommerce businesses experienced accelerated growth in 2021 as a result of lockdown and customers being forced online. Subsequently, growth slowed in 2022 and the volume of online transactions started declining. This presented a challenge for many eCommerce businesses as there was a sudden shift in focus from growth, towards profitability, and Early Rider was no exception.

Built for Growth Digital (BFG) had a legacy of success in the cycling market having roots in the Chain Reaction Cycles story and were looking for an innovative, exciting client in this space with the same sort of hunger and capacity to become a world wide success. BFG quickly identified Early Rider as an incredible business with enormous strengths which had not yet come close to its full online potential and initial conversations recognised a lot of shared vision and ambition.

Organic traffic and direct traffic were Early Rider's top channels in terms of both sessions and revenue. Previous agencies that Early Rider had worked with didn't take a holistic approach to their eCommerce strategy and digital channels. What the owner and business team at Early Rider felt they needed was an all-encompassing eCommerce strategy, managed and delivered by a single, experienced partner.

BFG identified significant missed opportunities for PPC, social & email marketing to drive high-performing traffic to the site that was going to convert and facilitate sales growth.

BFG was also tasked with improving return on ad spend across PPC and Paid Social channels, as well as monetising and optimising the potential which lay within email marketing to embrace this low cost channel and turn it into a significant and powerful revenue driving force.

Early Rider set a specific timeline to improve revenue contribution from these channels to further support the launch of their new product, the Velio, in time for the 2022 Q4 trading period.

## SHIFTING UP A GEAR

**Early Rider wanted to increase its revenue and ROAS through digital marketing and to increase brand awareness of its products, through a mix of paid digital channels. They were keen for BFG to improve on the performance of their previous digital agency, as well as advise on and implement strategies which would help them grow across their key international markets.**

In August, Early Rider set a specific (and challenging) target for digital marketing that within the first six months of managing these channels, BFG should achieve a ROAS of 6.

In the 12 months prior to working with BFG, emails generated the lowest amount of sessions (2.6%) and the lowest amount of revenue (2.84%). We recognised the opportunity that lay within organic traffic and email marketing as low cost, dependable means through which to drive traffic and increase revenue.

We knew an effective email marketing strategy would help to offset Early Rider's paid marketing costs from PPC/social and presented an excellent opportunity to maintain a lean CPA. There was a clear requirement to increase revenue contribution from email marketing so a target was agreed and we set an objective for email sales to contribute at least 10% to overall monthly revenues with careful management and strategy.

Increased revenue from these activities would then be used to facilitate the launch of The Velio bike. This was a much-anticipated product launch that had been in development for almost 12 years.

BFG hit the ground running with two marketing channel builds (PPC and paid social). Managing these channels under one roof was a powerful success ingredient, meaning a unified cross-channel strategy was established to maximise the volume of high-quality traffic being sent to the site.



## GETTING A HANDLE ON SUCCESS

**Since commencing work with BFG, Early Rider not only experienced significant online sales growth but more importantly have also seen increased profitability.**

BFG was able to increase Early Rider's revenue from paid channels such as PPC and social while spending less than they were previously. Combining this success with significant growth in email marketing sales (a low-cost channel with minimal outlays in comparison with the return) all aided Early Rider in achieving sustainable online growth.

In addition, this set Early Rider up for success when it came to the launch of The Velio in December last year. Dedicated PPC, social and email marketing campaigns centred around the Velio stimulated great interest and demand, and presales exceeded expectations putting Early Rider in a strong position heading into 2023.

In the first 2.5 months of managing the client's PPC compared to the previous period, Early Rider saw:

- **Revenue increase by 164%; ROAS by 200%; impressions by 63% and spend by 11%.**
- **Paid social activity also saw ROAS increase by 392%, while reducing spend by 80%. BFG achieved an overall ROAS of 6.9 across PPC and Paid Social, with £195.6k in revenue.**
- **Within 6 months, the ROAS on PPC finished up at 7.7 which represented £525k in revenue. On social, ROAS finished up at 6.3 (£144k), and therefore objectives were met.**
- **Email marketing activity kicked off in September 2022. ER had 4 email marketing accounts, each serving different countries/regions (UK, EU, North America & Switzerland).**
- **In the first month of working together, BFG achieved tremendous growth across each account.**
- **UK: revenue +224%; revenue contribution as a percentage of sales: 48%; and subscribers +43%.**
- **EU: revenue +48%; revenue contribution as a % of sales: 53%; and subscribers +63%.**
- **US: revenue +306%; revenue contribution as a % of sales: 18%; and subscribers +15%.**
- **CH: revenue +465%; revenue contribution as a % of sales: 29%; and subscribers +20%.**

Since working with BFG, Early Rider's email marketing channel has contributed more than 10% of overall sales every month (often well above the aspired target of 10%).

## WHAT DO THE TEAM AT EARLY RIDER HAVE TO SAY?

**"Since working with Built For Growth Digital we've seen significant improvements in our email and digital marketing performance, and the proof is in the results.**

We saw a huge increase in website traffic, leads and conversions, which made a massive difference to our business.

Throughout our partnership, they have truly been an extension of our team, and this approach is what sets them apart from other agencies."

Andy Loveland, Founder & Managing Director





## LET'S HAVE A CONVERSATION

With the high street in turmoil and ever-increasing competition for online sales, it is crucial to ensure your eCommerce strategy is supported by the very best technology infrastructure and digital marketing professionals.

If you would like to discuss any component of your digital marketing mix, we would be delighted to hear from you.

## **BUILT FOR GROWTH DIGITAL – PART OF THE ARDMORE GROUP (ARDMORE, BUILT FOR GROWTH DIGITAL, LK COMMUNICATIONS)**

At the Ardmore Group, we provide business owners, CMOs and eCommerce managers with peace of mind, with access to a relentless and committed team of award-winning experts in the fields of advertising, design, communications, PR, Digital, Social and eCommerce.

Our combined skillsets are unique and as a shareholder in a global communications group with over 70 network agencies in more than 40 countries - Worldwide Partners — our insights, understanding and influence stretch all over the globe.

We're extremely invested in the success of the brands with which we work and obsess about helping them achieve spectacular results that are effective and measurable.

Get in touch and we could do the same for you.

*'Best eCommerce Agency - Less than 40 Employees' at the eCommerce awards in London in 2022.*

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