



Med Lab Supply

Research Laboratory Supply is a wholesale distributor of glassware, syringes, gel caps and aromatherapy products. Research Laboratory Supply is headquartered in Pompano Beach, Florida. Research Laboratory Supply has a revenue of \$1.6M, and 47 employees.

Objectives

Med Lab approached Rave needing to be migrated off of Magento 1 site onto Magento 2. The Magento 1 site was buggy, unstable, slow. Additionally, their Digital Marketing campaigns were running at a loss, specifically PPC and Google Shopping campaigns. The majority of their traffic was coming in from poorly targeted, low converting campaigns and misaligned landing pages. From a technical SEO perspective, the store was completely unsound which also required a complete overhaul and site wide effort to optimize and restructure, pages, images, tags, etc.

- Improve business efficiency by bringing all digital initiatives under one roof, including site maintenance, and ongoing development in unison with marketing initiatives
- Stabilize existing Magento 1 site
- Migrate Magento 1 enterprise edition/commerce site to Magento 2 open source with Magento commerce functionalities that were used or needed for future (like B2B accounts) to Med lab. Reduced licensing costs by \$45K per year.
- Reduce PPC spend by optimizing the smart shopping campaign and developing qualified Search ads
- Drive unpaid, qualified traffic, and improve overall channel metrics
- Provides, holistic, multi-touch attribution reporting

INCREASED OVERALL TRAFFIC BY

108%

INCREASED PPC REVENUE BY

73%

INCREASED OVERALL REVENUE BY

43%

INCREASED TRANSACTIONS BY

29%



"The performance of the Rave Team far exceeded our expectations! The results we've seen coming in from PPC and Organic are unlike any metrics we have experienced with our previous agency, we look forward to continued growth and ongoing relationship with Rave Digital"

Solution

Rave Digital's Marketing team reconstructed Med Lab Supply's PPC program, updating existing and defining new campaigns, in conjunction with refined landing pages, and honed in on developing effective shopping campaigns, both designed to increase revenue, and conversion rate across multiple devices, while decreasing acquisition costs across both initiatives. Additionally, the SEO team, zoomed in on the technical structure of the website, developing header tags, formulating & instituting meta tags, and meta descriptions, as well as, developing keyword-driven content on-page designed to boost traffic in support the overall strategy to lower cost per acquisition being instituted across PPC initiatives, including Google Ads and Bing Ads.

Going Beyond Platform Development

Rave Digital approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our clients ongoing business success. Rather than viewing digital efforts in silo, we approach digital collectively with big picture growth goals supported by cross-channel campaigns. Our sharp focus on data analysis is the driving force behind our creativity strategies designed to suit your unique business requirements.