

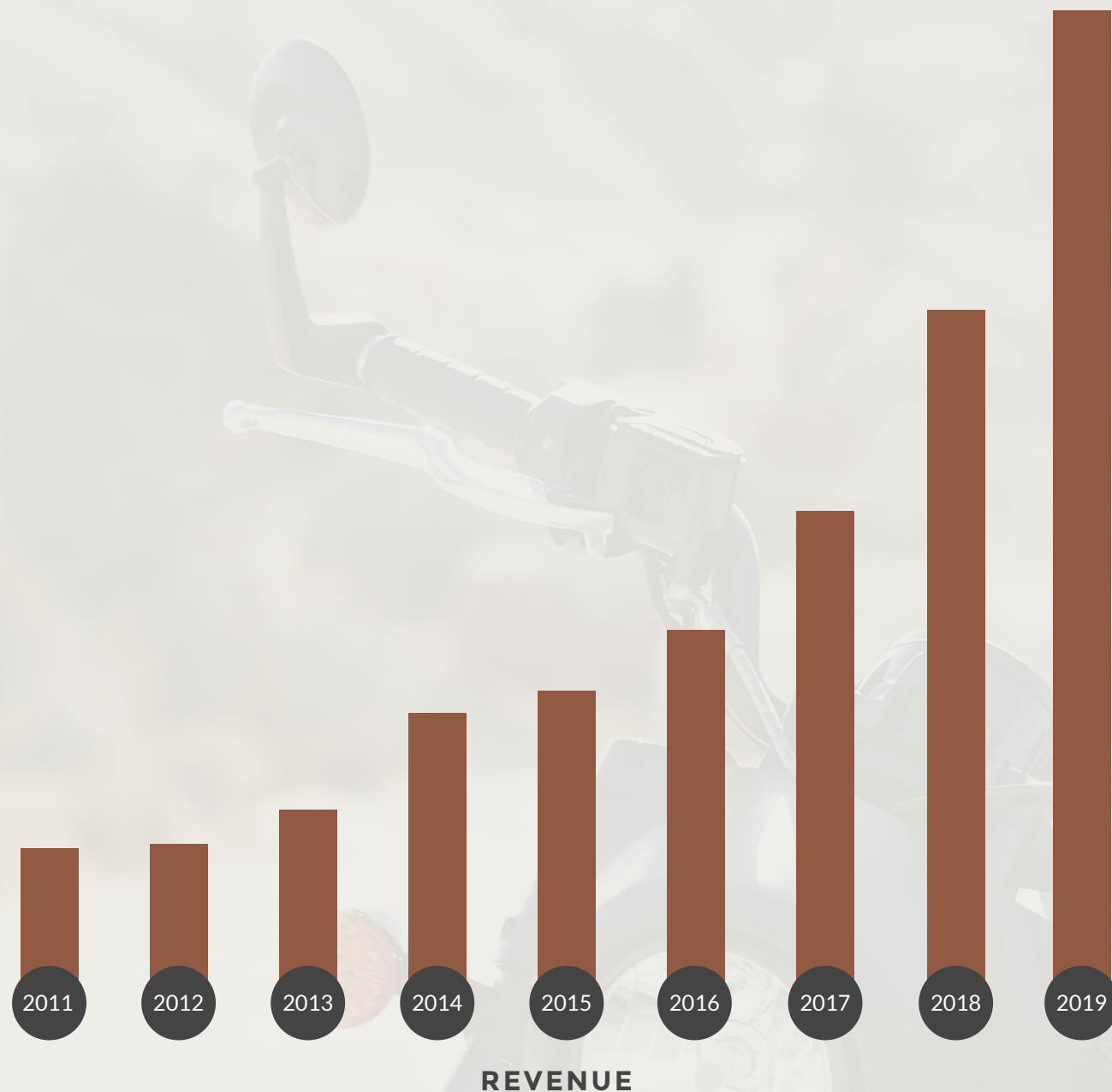
A black and white photograph of a woman with blonde hair, wearing a dark jacket with a thick fur collar and a ribbed turtleneck. She is looking off to the side. In the background, a yacht is docked on the water.

BIGTREE

OVERLAND
ESTABLISHED 1973

Achievements in Digital Growth

Big Tree's map of exponential growth via Integrated Digital Strategies for Overland



Big Tree's partnership with Overland during the past ten years sparked exponential growth of their online sales through an end-to-end digital transformation. This case study provides a map of our holistic process, beginning with data-driven solutions, implemented across the digital customer journey, and the realized impact measured against key business goals.

Since 1973, Overland has built an unparalleled reputation as America's most trusted source for premium sheepskin and leather outerwear. Overland has 16 upscale stores stocked with iconic outerwear, clothing, and accessories but recognized the opportunity for growth via digital channels.

Foundation

Connect

SEO

SEM

Amazon

CX.1

CX.2

Optimize

Data Science



Data Driven: Success starts with understanding

OPPORTUNITY

Overland's executive team is tasked with the mission to grow a heritage brand in a digital world of ever-changing strategic options. They need a profound understanding of the market landscape, how to best be customer centric, and coherent prioritization of their opportunities.

SOLUTION

Big Tree identified marketing opportunities, friction points within Overland's customer journey, and created a measurement structure to determine what was effective.

OUTCOME

A prioritized action plan

Connect: Build meaningful digital engagement across channels

- Foundation
- Connect**
- SEO
- SEM
- Amazon
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- CX.2
- Optimize
- Data Science

OPPORTUNITY

Overland is a thriving brick and mortar brand with immense growth potential through digital channels.

SOLUTION

Big Tree helped Overland overcome challenges and navigate this brave new world of marketing, implementing a strategy to connect with customers through Google, Bing, Facebook, and Amazon campaigns. These initiatives turned opportunity into real sales, quickly resulting in dramatic growth.

OUTCOME

Revenue increased 1096%



Increase in Paid Traffic



Increase in revenue from Paid Traffic



Increase in free search traffic



Increase in free search revenue

Search Engine Optimization: Growth through free search traffic

- Foundation
- Connect
- SEO**
- SEM
- Amazon
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OPPORTUNITY

Valuable free traffic could be directed to Overland’s website.

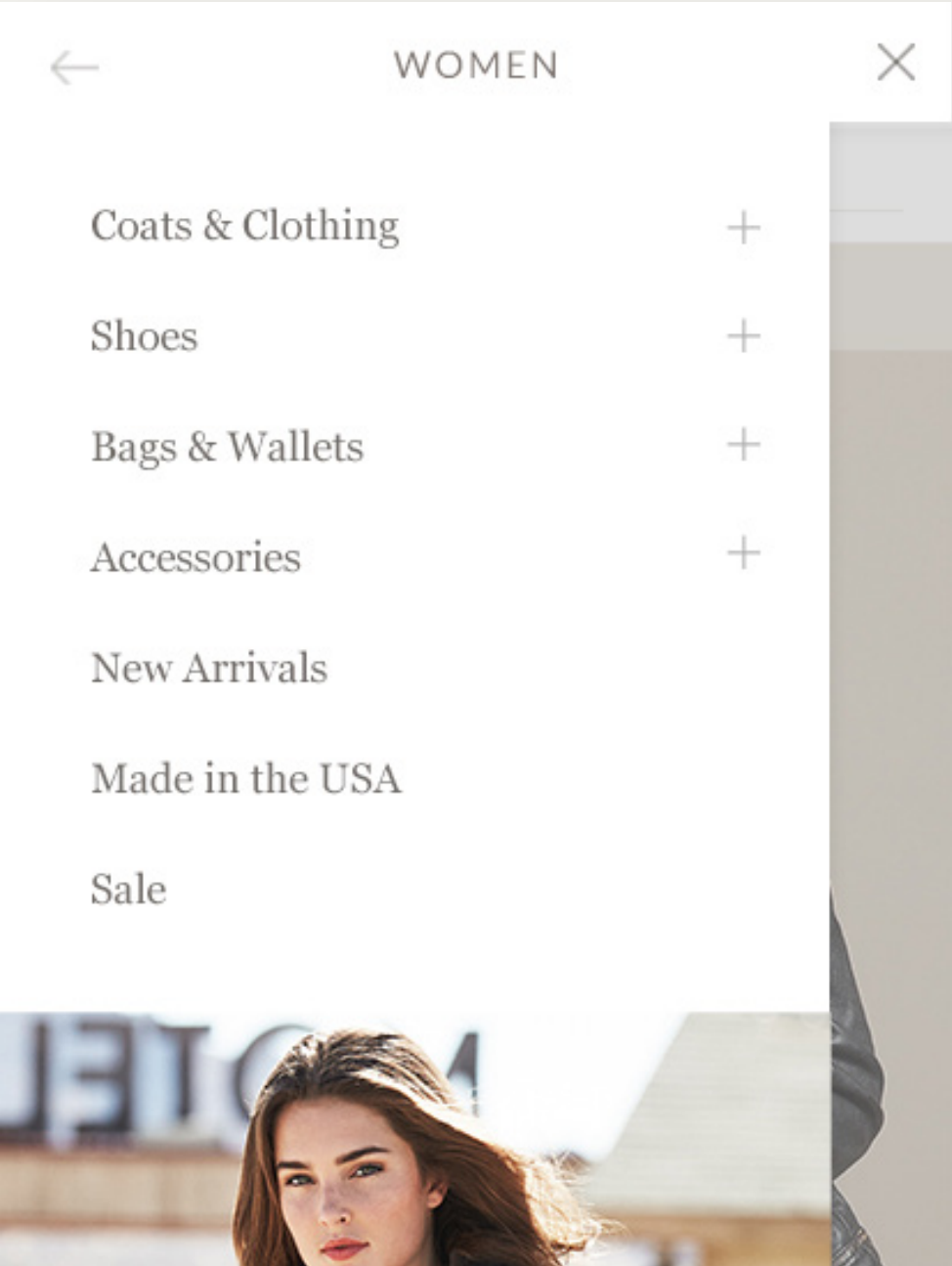
SOLUTION

Big Tree provided competitive research, mapped search terms to products, and created a prioritized keyword strategy based on greatest opportunity.

Implementing the keyword strategy included revising Overland’s site architecture, developing new content, and refining link sculpting within the menus.

OUTCOME

317% revenue growth acquired from free traffic



Search Engine Marketing: Growth through paid channels

- Foundation
- Connect
- SEO
- SEM**
- Amazon
- CX.1
- CX.2
- Optimize
- Data Science

OPPORTUNITY

Excelling at paid traffic acquisition would allow Overland to acquire new customers, adapt to market changes, and win market share from competitors.

SOLUTION

By creating hyper-relevant campaigns across Google Search and Bing, Big Tree helped Overland excel at sponsored search. On-going adjustments forced competitors out.

To create digital awareness across touchpoints, Big Tree manages Product Listing Ads, Social, and Remarketing campaigns.

OUTCOME

1096% revenue growth from paid traffic while reducing cost to acquire a customer



Foundation

Connect

SEO

SEM

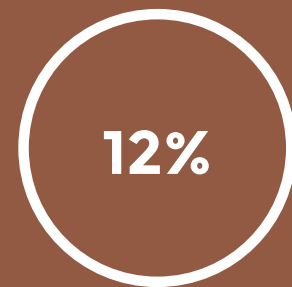
Amazon

CX.1

CX.2

Optimize

Data Science



Additional web
revenue by adding
Amazon Paid Search Ads

Amazon Ads: Unlocking profitable growth

OPPORTUNITY

Amazon is an enticing platform with millions of unique shoppers per day. In order to take advantage of this opportunity, Overland must overcome Amazon's double fee, a charge for advertising and a sales commission.

SOLUTION

Big Tree helped implement a low-risk strategy for testing Amazon advertising. Careful product segmentation, keyword research, and a high-frequency bid adjustment plan lead to a massive profitable expansion of Overland products on Amazon.

OUTCOME

Through carefully managed campaigns, Amazon became a profitable sales channel

Customer Centricity: Creating a frictionless digital experience

OPPORTUNITY

Digitally empowered customers expect a world-class experience at each stage of their journey. Today, keeping pace with competitors is often less of a worry than meeting your customers’ ever-evolving expectations.

By creating an exceptional digital experience, Overland could convert more visitors into customers, gain additional revenue from each marketing dollar spent, and create brand loyal buyers.

SOLUTION

Big Tree helped Overland step back and explore their customer journey in detail, identifying important interactions and areas of frustration. A data driven A/B testing program allowed for the rapid implementation of the right solutions.

OUTCOME

Happy visitors became loyal customers who spent more, dramatically improving marketing opportunity and profit



Increase in dollar per visitor



Increase in desktop conversion rate



Increase in mobile conversion rate

Customer Experience: Transform Overland around what matters to people

Foundation

Connect

SEO

SEM

Amazon

CX.1

CX.2

Optimize

Data Science

OPPORTUNITY

In the digital economy, the customer is the ultimate boss. Armed with a myriad of choices, they are two clicks away from a competitor. Creating a world-class customer experience would be invaluable for Overland's success.

SOLUTION

Big Tree helped Overland define a customer experience strategy through a combination of qualitative and quantitative research methods.

Usability testing, voice of customer insights, customer journey mapping, demographic opportunity, prospect research, digital marketing opportunity, and holistic analytics served as the framework to inform a prioritized path to implementation.

Customer-winning solutions are delivered across digital marketing channels, web, branding, photography, and product offerings, helping set sales records.

42%

Increase in 2017
revenue compared
with 2016

40%

Increase in 2018
revenue compared with
2017

OUTCOME

Putting focus on the customer experience resulted in new sales records, forty-two months in a row

Continual Optimization: Radically imagine and rapidly test

- Foundation
- Connect
- SEO
- SEM
- Amazon
- CX.1
- CX.2
- Optimize**
- Data Science

OPPORTUNITY

Overland has a commitment to improve customers’ experience year-after-year. A process of rapid incremental improvements combined with testing those solutions for effectiveness would offer insights into what matters most to customers.

SOLUTION

Big Tree provided a methodology of modeling, making, and validating. Solutions are measured against tangible business goals. Winning incremental improvements compound quickly.

This approach allowed Overland to be agile, and to focus on improving the right things while learning with each iteration.



OUTCOME

**Continual improvements
generated meaningful
value, year after year**

Foundation

Connect

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Data and Analytics: Smart decisions with truthful data

OPPORTUNITY

A robust data foundation is essential for modern digital brands. By unifying data, Overland can better understand what marketing is profitable, where their new buyers are acquired, gaps in their prospect journey, and the desires of their customers.

SOLUTION

Big Tree helped Overland implement a data warehouse, robust data collection, and created models to provide actionable insights.

OUTCOME

Better data served as the foundation of Overland's decision making.



“

Big Tree goes beyond providing just a marketing service—they provide high-level digital collaboration based on our goals and grounded in our history and culture. That requires not just providing relevant expertise to a variety of digital tasks and challenges, but holistically doing so within the context of always working to understand our business, our customers, and how every digital touchpoint they’re involved in will help create a better brand experience.

- GABRIEL OPENSHAW, VP OF E-COMMERCE



Conclusion

Big Tree’s partnership with Overland has contributed to a:



Increase in annual
online revenue



Increase in revenue
from Free Traffic



Increase in
dollar per visitor



Increase in revenue
from Paid Traffic