



SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

Name of Nominee - Agency / Team / Rising Agency Star

Please keep this concise as it will appear on the website if you are shortlisted.

Strike Digital

Overview of the Agency / Team / Rising Agency Star nominee

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

Strike Digital is a multi-cultural e-commerce marketing agency specialising in scaling e-commerce brands around the world. One of our biggest strengths is that the core of our team worked directly at Google, Meta and Pinterest. We have internal knowledge of how ad platforms work, and scale our client's online results with paid search ads, paid social ads, and email marketing. Our team has now scaled to have 10 employees within our ranks. In 2024 we had a 0% staff turnover rate and we have added an extra 4 members since the turn of the year across each of the disciplines mentioned above. Year on year trends have seen our monthly revenue grow by 132%, our average client volume grow by 35% and our average client deal size grow by 72%.

As a management team we have all previously had experience in roles where employees could not freely express themselves and show their full potential. At Strike Digital we are firm believers in hiring the right people for the job and while always supporting them where needed, we want every individual to embrace their responsibilities and really be free in the work that they do. Throughout this entry, I hope to show you exactly how we have been able to build a company that each and every employee is proud to be part of, and every client is excited to partner with, and why we believe that we are the Best Small Agency of 2024.

Agency / Team / Rising Agency Star objectives (1-10 points)

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

To define ourselves as the "Best" small agency in 2024, we would like to elaborate on what the word "Best" means to us as a performance marketing agency.

Our first pillar is Performance. The numbers don't lie. We will refer to three clients' work in this entry but it's important to note across the 40+ clients managed by Strike, our campaigns deliver an average of 7.4 ROAS. This is 105% above the industry average (3.6) defined by a study of over 5,000 e-commerce stores making \$1m+ in revenue. Our client Brastop's results in the next section showcase our dedication to performance.

The second pillar is Communication. Yearly digital marketing strategies get turned upside down by updates and regulations, creating a challenge for agencies to build strong, long term client relationships. We strive towards maintaining a sub 5% churn rate across the year with contract longevity as a priority and this wouldn't be possible without showcasing to our clients that we are in a position to constantly make the correct choice for their growth.

The third pillar is Efficiency. A leading factor in what makes Strike the "Best" small agency of 2024 is our ability to guide our clients on how to spend their marketing budget in a profit-driven way. Our growth target in 2024 was to achieve 150% of 2023's overall revenue target and so far in 2024, we have already passed 2023's total revenue as an agency. That achievement wouldn't have been possible without longterm partnerships with companies who trust our judgment.

Recent work example(s) (1-10 points)

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

Having smashed BraStop's 2023 revenue targets, achieving a monumental 23% yearly growth, translating to a revenue increase of €3,220,000, the client was eager to continue to scale. We decided to deploy a tighter campaign structure, push to new markets and implement advanced tracking systems to teach targeting algorithms to hunt for profit over revenue. We expanded our targeting to France and with monthly analysis and adjustments France became the second-highest market in total sales. We transitioned from GA4 tag to Google ads conversion tag for better tracking. We implemented portfolio bidding strategies for generic search campaigns, boosting conversion data and overall performance and excluded branded terms from all PMAX campaigns except top-performing ones, enhancing product visibility in brand searches.

Seville Classics were down 20% year on year, and so we used our strong communication skills to outline why they were having issues, and how to resolve them. Our Meta campaign included a full-funnel strategy with exclusions and best practices like Advantage Campaign Budget and Advantage+ placements while also testing multiple audience segments, keeping ad sets broad for increased liquidity. We also saw an opportunity to shift focus to B2B campaigns after analyzing high-value order trends. Within Google Ads we identified excessive spending on branded terms in the existing Performance Max campaign. We created 19 new campaigns and utilized scripts to extract the necessary data to make the best strategic decision. We also employed demand generation campaigns for better visibility in competitive markets.

Details of any recent achievements (1-10 points)

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

The Brastop French campaigns we launched have been a massive success. Purchases are up 2418%, revenue is up 2377%, ROAS is up 1349% and the cost per result is down 93%. The other changes we made on the account have also greatly impacted Brastop's continued growth. On average across Meta and Google, Purchases are up 86% and the total Purchase Conversion Value driven by Strike Digital's campaigns are up 96%. Overall, we're tracking far ahead of Brastop's lofty 15% target for YoY revenue growth. Currently, we're sitting at 24% growth, up to £3,647,655 from £2,931,497. The client is overjoyed, and budgets under Strike's management are constantly increasing due to performance.

In our first month with Seville, our social campaigns achieved a new customer ROAS of 14.87. Over the next 4 months, we brought total spend up to \$39,279 achieving an average ROAS of 18.46, while driving \$724,907.42 in revenue. So far in 2024 with our search campaigns, we've driven \$3.6 million in revenue from Google Ads with an average ROI of 730%. We have also achieved a 1480% ROI on our branded campaigns driving over \$921,000 in revenue. Strike Digital has grown Seville Classic's Shopify Monthly Revenue results by 12.54% from \$881,110 to \$991,633 in the space of just 3 months.

Details of any challenges faced and how these were overcome (1-10 points)

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

Structure for scale is typically where many agencies fail. They either grow too fast and lose service quality or lack the infrastructure to scale successfully. By introducing tools and automations, we have eased daily work, giving our team the confidence to work freely without blockers. Over the past 12 months, we have consistently seen growth in key areas such as monthly recurring revenue, average deal size, client lifetime value, and client volume.

Another bottleneck to agency growth is expanding the team while maintaining expertise. We have an extensive interview process to ensure a good fit for candidates. In 2024 alone, 50% of our team received a promotion or a pay increase. We also have a 4.9/5 agency review rating on Clutch, showcasing overwhelming positive reviews from our clients.

Although having a remote-first company has huge benefits, building a real culture remotely can be challenging. It was critical that we embraced a structure to withstand the lack of human touch typical in an office. As a management team, we work closely with everyone, regularly joining client and strategy calls to ensure our team feels supported by Strike Digital. We created a culture of professional improvement, with everyone striving to be their best each day. We aim for a 1% improvement daily, and when that's not possible, we strive to avoid a net negative day. This mentality has consolidated our team into a strong support network, unified in working towards the same goal.

Why should your Agency / Team / Rising Agency Star win? (1-10 points)

Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?

What sets us apart from what has been mentioned so far in this application is a genuine interest in the personal growth within our team. A recent example of our commitment to our team's personal growth is how we helped fulfill a lifelong goal of one of our team members. She had always dreamed of becoming a qualified yoga teacher but had never received approval to travel and take significant time off from previous employers. We were thrilled to support her ambition and immediately created a path for that to happen. In May 2024, she spent a month in Bali and is now a certified yoga teacher, teaching at her favorite studio on weekends.

Despite our global presence making regular meet-ups challenging, we prioritize an annual team trip. This all-expenses-paid trip allows us to work side by side and enjoy each other's company while exploring some of the world's top cities. Our most recent trips included Lisbon, Portugal and Istanbul, Turkey.

As an employer, our foremost responsibility is to ensure everyone enjoys their time working at Strike Digital. Each team member joined us with a true passion for digital marketing, and we take full responsibility for keeping everyone excited about working in this industry. We firmly believe that the unique culture we have cultivated, combined with our overwhelming client success and positive feedback, makes us a deserving winner of Small Agency of the Year 2024.

URLs

www.strikedigital.ie