



bigtree



Buck Doesn't Stop Here: A Digital Growth Success Story

CASE STUDY



Challenge: grow an e-commerce channel when advertising is blocked

Buck Knives is a fourth-generation, family-owned company which makes knives for the outdoors, hunting, fishing, survival, and work.

Its products are distributed through major retailers such as Wal-Mart and Cabelas, plus via catalog, online, and dealers worldwide.

Buck Knives also sells direct-to-consumers on its website. However, e-commerce growth was blunted by a harsh reality: **nearly all digital ad platforms considered its knives a weapon and banned the company from advertising.**

Big Tree outsmarts algorithms, get ads approved

Perplexingly, other knife manufacturers were able to promote similar products online. But despite repeated efforts to comply with ad content policies, the bots consistently blocked Buck Knives.

Several marketing agencies had already tried and failed to overcome this hurdle, so Buck Knives brought in Big Tree to buck the trend.

Big Tree outsmarted the algorithms and found creative ways around the weapons restrictions, finally allowing Buck Knives to advertise:

- Custom landing pages / domains with carefully crafted language and images that don't trigger red flags
- Dynamic cleaning of shopping campaigns to remove knife-related descriptions and get more product listings approved
- Pinterest campaigns that overcame social media restrictions



Results: digital campaigns get more bang for Buck

Big Tree's persistence paid off despite ongoing limitations, helping Buck Knives reach a wider audience and capture a bigger slice of the market.

Big Tree used advanced analytics to track the customer journey all the way from first touch to purchase. This gave Buck Knives clear visibility into its sales cycle and sustained highly profitable campaigns.



67%

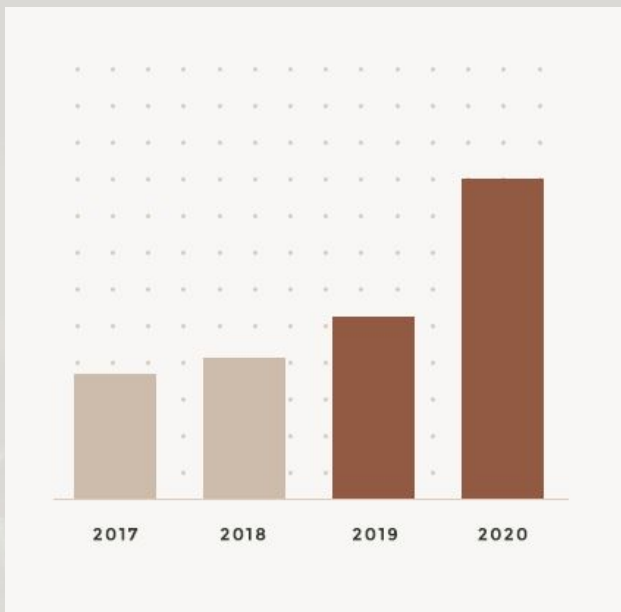
Increase in total
e-commerce revenue

59%

Average increase in
monthly revenue, YoY

223%

Increase in revenue
from paid traffic



Online revenue took off after Big Tree unlocked digital marketing opportunities that were previously off limits (starting mid-2019)

“Our partnership with Big Tree has brought significant gains to our direct commerce platform.”

“Buck Knives is challenged with regulations that complicate and prevent our ability to promote through digital channels.

“To be successful, we needed experts and problem solvers who navigate the digital market with excellence. Big Tree has been that partner for us.

“They don’t miss anything, are always innovating, and they own our problems as their own.”

JAKE BOOMER

E-commerce manager, Buck Knives

How can Big Tree help achieve your digital growth goals?

[BIGTREEONLINE.COM](https://bigtreeonline.com) 800-209-4009