

GadgetGrill.com

Adwords Case Study

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Creating and managing GadgetGrill's Adwords and Ad-center campaign was a time intensive but rewarding challenge. For the campaign to be effective it was imperative to routinely track bid fluctuations caused by competitor activity. Often logging in at various times during the day to make small changes to campaigns.

MAXIMISE PROFIT

MINIMISE AD SPEND

For a tech retailer like GadgetGrill, keeping a tight noose around lead cost is imperative. Typically profit margins on products are around 15-20%. So, In order to achieve a profitable ROI it is crucial to drive down ad costs. Read how this was achieved in the next few pages.

GadgetGrill

Location:
London, UK

Sector:
Tech retail

Web Site:
www.gadgetgrill.com

Ad spend:
£6,000 per month

Ad networks:
Adwords, Adcenter, Yahoo SN

PROJECT BRIEF

To overhaul Google Adwords PPC campaign for GadgetGrill.com a SME & UK based gadgets retailer. PPC management required from keyword research stage to advanced granular optimisation stage. Providing transparent reporting on a weekly basis, improve KPI, improve overall profitability of PPC campaign.

THE CHALLENGE

- Poor performance reports (high ad spend, low conversions), spending bulk of profit margins on Adwords spend.
- Lack of granularity in campaign organisation and a mix of poor performing and high performing ads in same group affecting overall campaign.
- Landing page issues affecting quality score. In many cases ads landing on inappropriate pages (homepage, category pages for specific product searches).
- No presence in Bing or Yahoo paid search.

THE SOLUTION

- Established CPA (cost per sale/acquisition) limits for key products to set as initial target for future KPI's. A comprehensive and bespoke KPI report will be supplied monthly, detailing changes made to account.
- Highly refined keyword lists established at product level and category level using appropriate match types. Granulated keyword groups based on search volume, conversion levels, overall importance of keyword to improve performance and quality score.
- Performed A-B split testing on landing page and ad copy to improve CTR (click through rate) of ads.
- Campaign cleansing of poor performing keywords and ad copy by deleting keywords/ads and adding negative keywords for non-buying keywords and competitor brands.
- Keeping campaigns up to date with business activity, extending campaign with addition of new inventory and seasonal promotion. Removing/pausing campaigns for discontinued/out of stock inventory.

ROI from ad spend increased by 282.67%.
Made possible by keyword cleansing and advanced granularity.

THE RESULTS

March 2012 vs April 2012

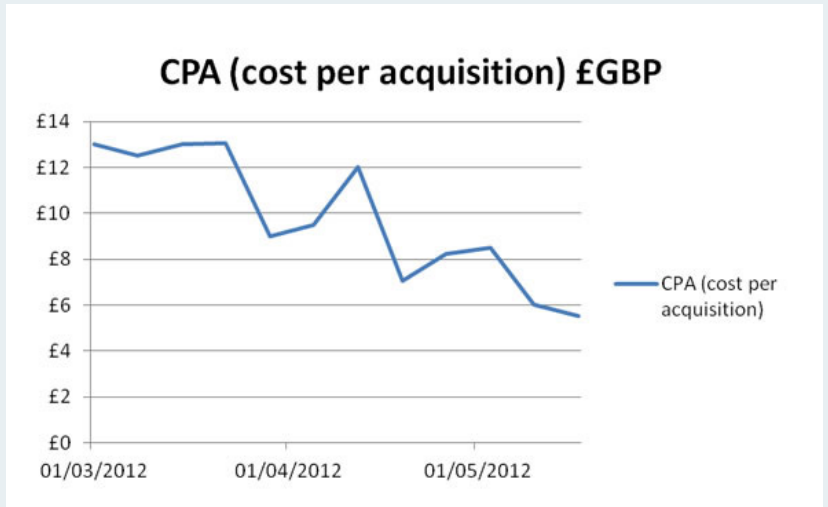
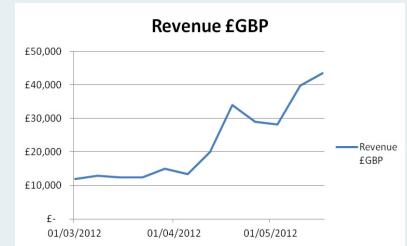
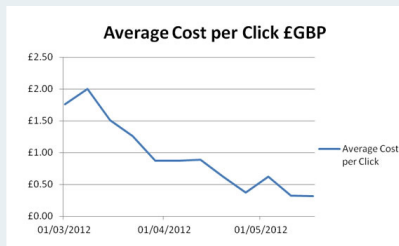
- Revenue up +42.96%
- Sales up +43.12%
- Conversion rate up +236.82%
- Per visit Value up +238.25%
- ROI increased by +282.67%
- CPA down by -62.48%

CONCLUSION

The campaign rejuvenation was successful and turned around the company's underperforming sales volume into a highly profitable one. This is particularly good considering the tech juggernauts in the industry such as Amazon, eBay, eBuyer, Currys etc.

Results were achieved by reducing invalid traffic by scrubbing ineffective keywords, thereby reducing the volume of traffic and improving quality of traffic. End result, lower monthly ad spend, yet more profitable campaign.

Since initially taking on work for Gadgetgrill.com, I am currently still consulting and managing their ad campaigns. Furthermore, I have been asked to train their website manager on creating better onsite page copy and help develop their website to be more SEO and Ad-words friendly.



INCREASED
CONVERSIONS
236.82%