

CASE STUDY OF GOOGLE ADWORDS

Client's Project – London Hampers

Target Location – United Kingdom

Goal – Sales

CLIENT INTRODUCTION –

London Hampers is a UK based and family run business that provides and delivers food and drink-based Hampers for any and every occasion. They have multiple types of hampers such as – Anniversary, Birthday, Wine, Champagne and more.

London Hampers strongly believes to provide the finest and trendy Hampers under an affordable price with same day delivery in London, and they have the largest collection of stylish Hampers.

CLIENT REQUIREMENTS –

As they were not getting a good number of conversions from there targeted locations. So, our client wants to enhance the sales in UK, US and Canada and they had a clear vision to cover up all the all the targeted locations & delivered by courier to addresses in the UK.

London Hampers hired us for Google AdWords Services to generate better conversions & to build the brand awareness as well through ads. Our clients want excellent amount of conversions by spending the low cost per day with low average cost per CPC.

London Hampers signed with us for 1 month of the project initially and later on after analysing all account set up and getting the desired results. The period of project was extended.

CHALLENGES & STRATEGY –

Challenge from the start was to enhance the conversions and convert visitors to sales. Also, client was looking to make their business more effective by using the internet to allow customers to order Gift Hampers. Client needed to present its services to certain countries.

Client run the ads by own side and below are the results:



Total ROI from Client Side:

Clicks:	437
Impression:	10.2K
Average CPC:	2.48
Budget:	1,038£
Purchase/Sale:	6
Average Per Product Price:	30£
Total ROI:	858£

So, the overall status of ad is very bad, and the conversions was very less as you can check the status of ad. Then after proper analysis of campaign according to UK timings, geographic and more to generate the more reach as possible. So, we created a plan and strategy to manage the campaign.

Some Task and Strategy that we have faced in this project –

- The biggest task for our team is managing the account properly, because the whole account was not well setup like – Different ad groups with not having any proper tight themed keywords and most of the keywords was not having a high search volume and many more.
- In one ad group multiple keywords was added according to different hampers or services, so we fixed this according to services, so that our ad rank and relevancy can be maintain with quality score.
- Another challenge for us, is to maintain the quality score, because they had a bad quality score with very high search lost IS rank & the client wanted a high-quality score with targeting all the locations. So, in this case we did a proper analysing in all the location history, time history, quality history according to conversion, & many more & created a strategy with different ad groups, according to locations and timings, so that ad positions with bidding can be maintain.

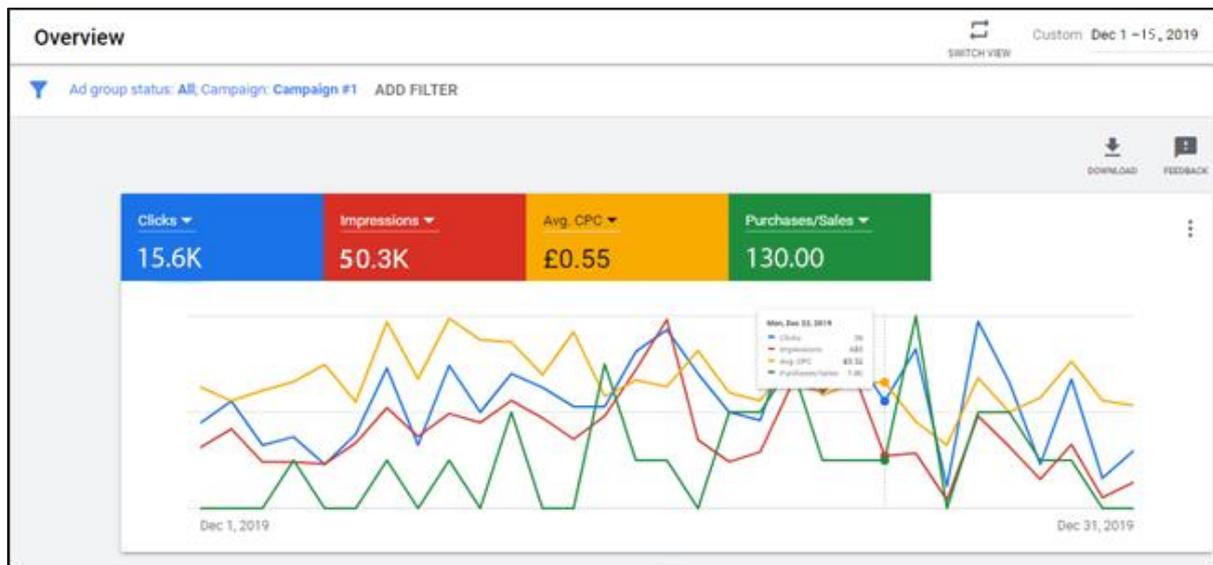
- Previous they had only exact match keywords with very low search volumes and they were not using any other match type keywords. Then after that we have decided to find high search volume keywords and maintained services according to specific ad group so that quality score can be maintain with ad relevancy.

THE SOLUTIONS –

- Work started in November end 2019. Immediately we started keyword research and competitive research to identify the keywords and website and, we installed the conversion tracking code. The account was tracked using web site analytics also.
- We adjust the campaign by working hours and limited to specific countries with Geo and Day parting.
- Our google AdWords campaign enabled them to generate instant inquiries and consistently reviewed ad performance by individual keyword and tested landing pages as well with API testing for better performance.

GROWTH IN NUMBERS –

As we run the ads and below is the screen shot and within a month client saw an increase in online leads and their traffic has increased very well.



1. Within a 2 to 3 business days client noticed increased in order inquiries.
2. In November Month, they received total 6 leads only because they did not optimize the campaign according to Ad Groups, Keywords, location, and Quality Score was too low.
3. We analysis the campaign with Google Analytics So, we started with an analysis of the campaign performance for a conversion rate with analytics and conversion rate was 0.4%

and that is too low.

4. In the December Month, we start optimizing the Search Ads with Conducting the keywords research and we used the different ad groups strategies such as – “SKAG” and “Single Match Type Keywords Ad Groups Strategy” so that CTR and Relevancy can be maintained.
5. On the other hand, we did the optimizations to the **Device Level** and to the **Demographics Level** to improving the overall CTR of our Search Ads and We increase the bid adjustment by 8 to 10% to the Device and Demographics and through this we noticed a good amount of leads by Device Level.

Final Results:

Clicks:	15.6K
Impression:	50.3K
Average CPC:	0.55
Budget:	858£
Purchase/Sale:	130
Average Per Product Price:	30£
Total ROI:	3,042£

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