

Performance Case Studies

SHOWCASE | WWW.GREENGUYS.COM.AU

Before And After With A Well Structured Account.

Client Summary



www.greenguys.com.au

Strategy

- AdWords Optimization
- Website Conversion Optimization
- Remarketing & Retargeting
- Landing Page Optimization

Results

- Cost Per Click -45.92%
- Clicks +196.20%
- Conversions +391.30 %
- Cost Per Conversion -67.41%
- Conversion Rate +65.90 %

Strategy Overview

Green Guys are a lighting company who specialize in factory & warehouse lighting sales. Although they operate in other states, the primary focus for the AdWords campaign is on the supply of LED Lighting through Government subsidy schemes in New South Wales and Victoria.

Initial meetings with the client revealed that they had quite a solid understanding of AdWords, and that they were aware of the potential with Google advertising. This was not being fulfilled by their previous campaigns which were poorly structured and not optimized sufficiently.

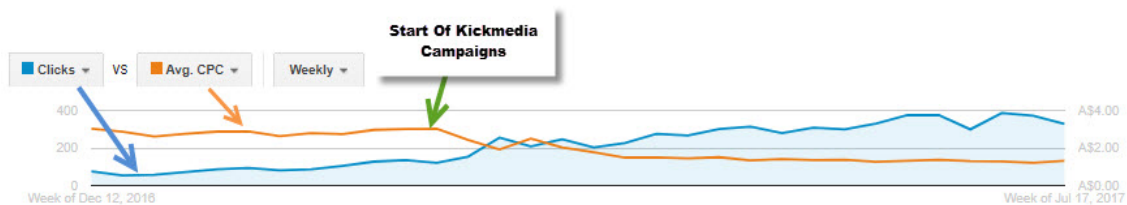
Our job therefore was to look for what was working within the old accounts, research more about the company and industry through the eyes of the google, and then implement what was learned into a tight Single Keyword Ad Group campaign structure. This allowed us to easily look for opportunities and expand campaigns, whilst at the same time save precious advertising spend from any unwanted traffic through negative keyword expansion.

Growth Planning

Along with a well structured account, we introduced comprehensive conversion tracking that helped us to optimize our campaigns, with data measured from valuable actions taken by the visitors on their website. We also introduced extensive remarketing and Facebook retargeting campaigns to capitalize on all visitors to our website. Overall this gave us a well rounded strategy that made the most of every click through to our web pages.

Results Analysis

As you can see below, the first few months bid management activity significantly increased click volume by over 100% while also significantly decreasing our cost per click.



As a result of consistent optimization, relevant expansion and exclusion of terms, and a well executed bid management strategy, we can see in the chart below a steady increase of Conversions and Clicks.

