

Performance Case Studies

SHOWCASE | WWW.PARTIESINPACKAGES.COM.AU

TRANSFORMING AN ACCOUNT BY KEEPING IT SIMPLE & FINDING THE OPPORTUNITIES.

Client Summary

Parties in Packages



www.partiesinpackages.com.au

Strategy

- AdWords Optimization
- Website Conversion Optimization
- Display Remarketing & Retargeting
- Dynamic Remarketing
- Shopping Campaign

Results with Kick Media

- Cost Per Click - 41.17%
- Clicks + 229%
- Conversions + 250%
- Cost Per Conversion – 52.20%

Strategy Overview

Parties In Packages is a great business and one in which we immediately saw the potential to improve. In early discussions with the client it became apparent that the previous AdWords management team had made many changes to the account which had unfortunately lowered the performance of their campaigns. As a result daily clicks had fallen from 120-150 to around 40-50. In addition, their shopping campaign was not performing well and other campaigns were also poorly structured.

For us the areas to focus on were obvious – The extensive range of themed products that Parties in Packages had which could be used for future campaigns. However initially we decided the best course of action was to get back to basics. We did this by:

- Pausing the shopping campaign
- Setting up new well-structured campaigns to capitalise on the 'low hanging fruit' that was previously being missed.

These simple actions resulted in noticeable positive effects for the account right from the start. Almost from day one and with a few simple adjustments, clicks reverted back to their previous highs of 120-150 per day.

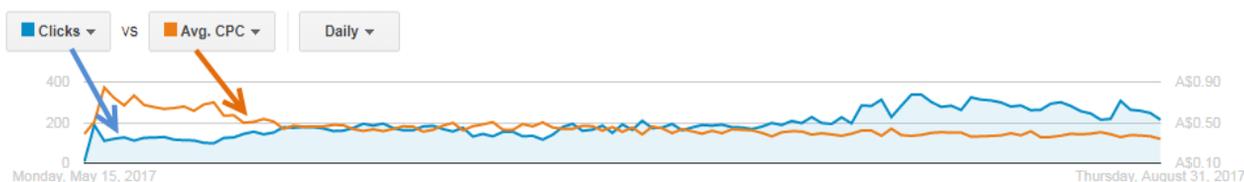
Optimisation Techniques

With the right optimisation, we've since managed to decrease the cost per click and increase CTR. We also introduced a brand re-marketing campaign which improved our percentage of return visitors. This gave us a second bite of the cherry with AdWords and organic traffic. In addition, having well-structured Single Keyword Ad Group campaigns has also enabled us to expand our keywords easily to match relevant incoming search queries, thus broadening and improving our campaigns.

Moreover, we also implemented conversion tracking which enabled us to accurately measure and report on valuable actions and metrics. This culminated in an improvement in the overall performance of the account. We knew that once we got the basics right and did them well, we could then progress to other digital marketing techniques with a strong foundation to work from.

Results Analysis

The graph below shows the pattern of clicks since Kick Media have taken over the account. From the outset we achieved 120-150 clicks per day which has steadily increased to 300-350 clicks a day. By lowering the cost per click and managing our average keyword positions, we've managed to increase the amount of clicks possible within the same initial budget. In fact, we managed to more than halve the cost per click from .85 cents initially to around .35 cents on average. Overall this has been quite an achievement considering that the previously managed account was only getting 40-50 clicks a day.



Now with the confidence of our client, we've been able to reintroduce the shopping campaign. This is in addition to dynamic re-marketing and Facebook re-targeting campaigns plus we are currently exploring and discussing further opportunities with the client as they present themselves.