

PAY PER CLICK CASE STUDY – ECOMMERCE BUSINESS

At a glance			
Company name:	Confidential	Sector:	B2B retail and wholesale
Results:	Revenue growth from £4k to £64k in 8 months		Dated: Jan-16

Our client was a startup Ecommerce business selling landscaping and gardening products to the trade. Their products were sourced from China, manufactured to the same standard as better-known UK competitors, and sold at much lower prices. The sector is dominated by well-known brands such as Wickes and Marshalls and other established UK manufacturers.

When we met them, the company had been trading for just a few months. Their revenue was less than £4,000 per month with an average order value of £60. And with an average cost of sale approaching £60, it wasn't profitable. We were asked to help deliver a profitable business by summer. This is their peak season and was less than 6 months away.

Up to this point, the business had run their Google AdWords campaign in-house. Analytics goal tracking wasn't correctly implemented, so they didn't know which products were most profitable nor what source of website visitors was delivering the best ROI.

WHAT WE DID

One of the first things we did was to set up Google Analytics goal tracking and full Ecommerce tracking. This meant the client could now accurately measure what was happening on their website.

We then overhauled the AdWords campaign so it ran more efficiently and focused on the top performing product areas.

We increased the use of Google Shopping and as it was a particularly effective channel, we continued to optimise it.

We reviewed how well the website converted visitors into customers, starting with the checkout process, and made recommendations for website changes designed to improve conversion rate.

We recommended website usability improvements, specifically targeting mobile users, as engagement levels for these users was lower than for others.

We gradually introduced new AdWords functionality as it became available. This included:

- better Google Shopping segmentation to further improve ROI
- remarketing lists for search ads (RLSA*). As an active Google partner, we were beta testers for this new feature, and so were able to introduce this for our client before other some other agencies could.

*(*RLSA is a feature that lets you customise your search ads campaign for people who have previously visited your site, and tailor your bids and ads to these visitors when they're searching on Google.)*

THE RESULTS

Within two months, total revenue had grown by 8 times and their conversion rate was up from less than 0.5% to more than 2%.

At the same time, average order value grew from £60 to over £120 and the cost of each sale was down from £60 to £20.

AdWords was the single largest source of website sales and also contributed to sales from other sources such as direct website visitors.

Revenue continued to grow every month, hitting £64,600 in the peak season month of July with more than £30,000 of that from AdWords.

By July, the cost of each sale was down to £15, and the overall conversion rate was up to 2.6%.

