

Ecommerce Pay Per Click Case Study



Evolution Organics provides high-quality organic supplements for people who care about their health. When we started working with them they were a start up operating out of the founder's home. The owner told us he wanted to build a sustainable business that would fund his vision to build a holistic healing centre and organic farm. We spent some time refining user journeys and technical SEO so the site was converting well and would benefit from PPC.

Our Approach

- ✓ We initially **targeted** a small range of high priority products, to prove our approach and to generate revenue for the next level of advertising.
- ✓ We continually **improved** the campaign, learning from what worked best, responding to changes in the market and competitor behaviour, and taking advantage of new Google advertising services.
- ✓ We ran **specific campaigns** to take advantage of national media events.

The Results

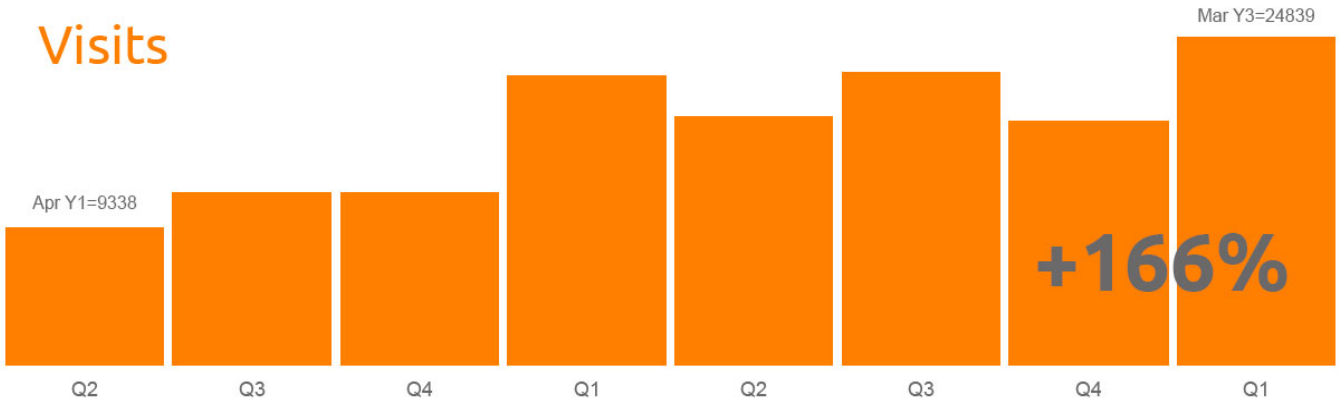
Over a two year period:

- ✓ Monthly revenue **tripled**
- ✓ Number of online transactions increased by **4 times**
- ✓ Ecommerce conversion rate increased from **4.9% to 6.3%**
- ✓ Monthly visits up by **166%**

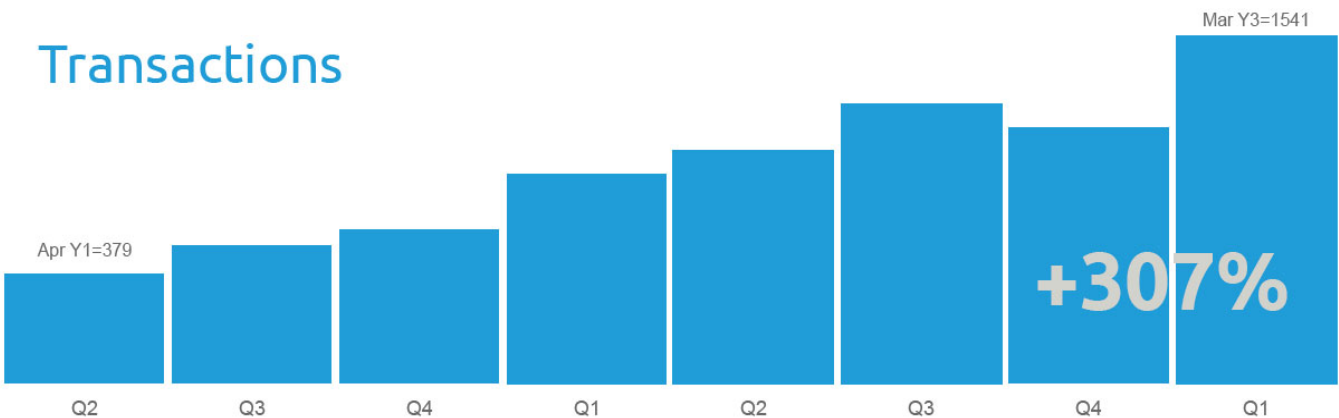
The **key elements** of our success are that we take on a trusted role in business planning with our clients and we adopt a 'continuous improvement' approach to their online strategy. We invest in continual development of our staff so we keep up to date in a fast-changing market.

Jayne Reddyhoff, MD Zanzi Digital.

Visits



Transactions



“We asked Zanzi to drive further visitors to the site with ‘Paid Search’ after their initial work to optimise the user journeys. They made a fundamental impact on our business growth. We were very impressed with their work, their commercial approach and their ability to report in a measurable, clear and concise manner.”

Henry Maitland, Managing Director Evolution Organics

Find out how we can do the same for you !
Call 01865 595260 or email ned@zanzidigital.co.uk