

THE CASE

# Reducing the cost of conversion by half and increasing conversion numbers by 2.2 times for a wholesale online jewelry store



Increased number of conversions by 124%



Reduced conversion cost by 62%



Increased number of orders through shopping cart by 41%

## Client

Wholesale online jewelry store with a minimum order of 500 UAH.

## Our task

Increase a number of online sales.

## Initial data

The client's advertising campaign has been conducted since May 2016 by means of Google AdWords. Four ad campaigns in the search network and 2 campaigns in the ContextMedia were set up.

Efficiency of the current advertising setup at the moment of transferring the account for our tune-up (for the period of October 1<sup>st</sup> to 31<sup>th</sup> of 2017):

Агент > Агенс Галерея > Все кампании: Выбранный пользователем: 1 окт. 2017 г. - 31 окт. 2017 г.

Кампании Группы объявлений Настройки Объявления Расширения объявлений Ключевые слова Аудитории Быстрая статистика Контекстно-медийная сеть

Все кампании, кроме удаленных Сегментировать Фильтр Столбцы Поиск кампаний Просмотр истории изменений

Кампания	Бюджет	Статус	Клики	Показы	CTR	Сред. цена за клик	Сред. поз.	Стоимость	Конверсии	Стоимость конверсии	Коефф. конверсии
Итого (все кампании)	4 468,00 грн./день		9 943	293 091	3,39 %	4,26 грн.	1,2	42 360,87 грн.	98,50	427,31 грн.	1,00 %
S+SR) Партнеры, поиск	1 600,00 грн./день	Допущено	8 808	100 917	8,73 %	4,46 грн.	1,5	39 246,78 грн.	80,99	481,33 грн.	0,93 %
S+SR) Общие запросы, поиск, Украина	100,00 грн./день	Допущено	503	4 448	11,31 %	3,66 грн.	1,5	1 838,92 грн.	12,04	152,58 грн.	2,40 %
DSK) Поведенческий КМС	50,00 грн./день	Допущено	264	159 353	0,17 %	1,34 грн.	1,0	352,99 грн.	2,00	176,50 грн.	0,76 %
R) Медийный ремаркетинг	10,00 грн./день	Допущено	188	26 578	0,71 %	1,46 грн.	1,0	273,88 грн.	1,00	273,88 грн.	0,53 %
S+SR) Общие запросы, поиск, Киев	100,00 грн./день	Допущено	96	1 166	8,23 %	3,93 грн.	1,5	377,28 грн.	1,60	231,96 грн.	1,68 %
S+SR) Конкуренты, поиск	10,00 грн./день	Допущено	84	629	13,35 %	3,23 грн.	1,4	271,02 грн.	0,87	311,98 грн.	1,03 %

## Tune-up process

We proceeded from the fact that the current advertising campaign indicators were acceptable and should have had no negative impact on the account history. Therefore, we went ahead configuring new set of advertising campaigns in the same account.

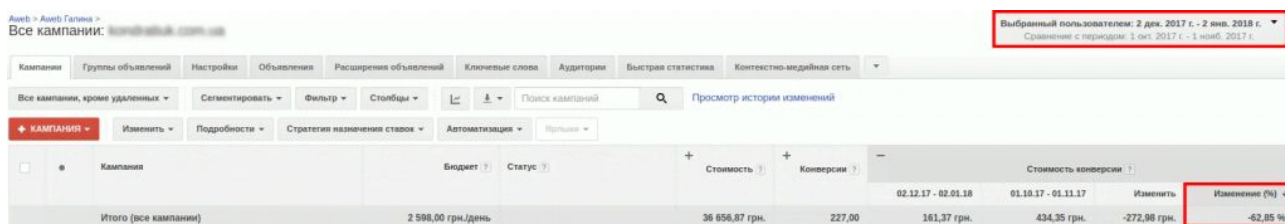
If previous advertising activities had shown poor results, such as critically low CTR (less than 3% for a search network) or a minimum keyword score, then even a perfectly set advertising campaign would have hardly help to achieve maximal results. The history of previous activities affects both current and future advertising campaigns, so we always take into account the capacity of the customer's account.

Our team studied the client's business and analyzed its macro&micro conversions dynamics and involvement indicators. After the analysis, the ppc-specialist divided the semantic core into the following categories:

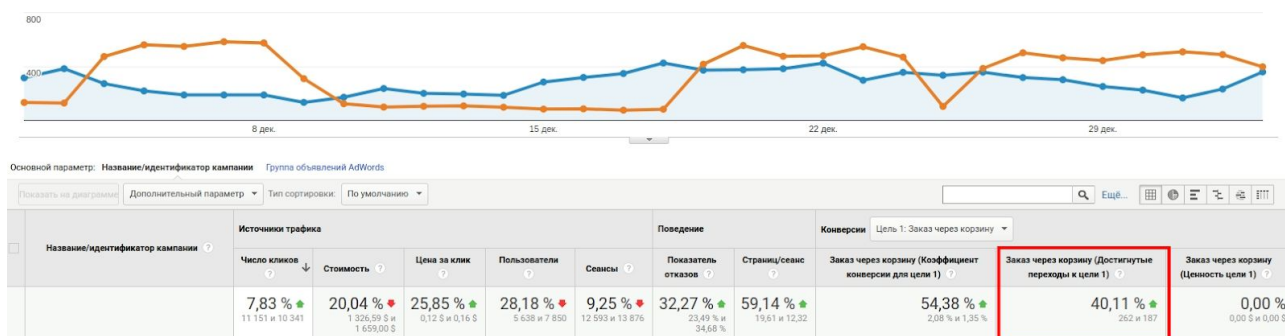
- Ad campaign for brands
- Fashion jewelry wholesale
- Stainless steel
- Gold-plated articles



conversion cost reduced by 62.85%



Thereby, by the end of the first month of the campaign the cost of advertising had been reduced, while a number of orders via cart had increased by 40.11%. Therefore, their conversion rate had shown a significant improvement of 54.38%.



It was possible to achieve such a good result after the first month of the advertising campaign due to statistical data analysis and a premium support from the Google team. Aweb is the Google Premier Partner. It has been nominated for the Google Premier Partners Awards twice. Premium Google support allows to resolve technical issues quickly, get more statistical data on advertising activities in a specific market sector, and get a detailed specification of competitors' promotional activities for a more productive campaign in AdWords.

## Members of the project

- PPC-specialist: **Galina Liman**
- Head of PPC advertising department: **Andrey Kolomiets**
- Project manager: **Kirill Yanovskiy**

## Customer reviews

I'm happy with the way it turned out. Aweb team did a great job, and result is more than obvious. The number of visits to the site has increased, we have improved our conversion rate and sales.

I often receive advice from these guys for my project improvements. You can tell they are truly interested in the success of their customers. Recommend!