

Google AdWords Conversions Increased by 410% in Three Months

Client: Holy Family Online - www.holyfamilyonline.com



PPC Campaign Optimization Case study



**HOLY
FAMILY
ONLINE**
.COM

Holy Family Online

Overview

Holy Family Phat Diem (HFO) offers a world-renowned selection of custom designed sculptures and religious statues. They also offer religious products such as jewellery, medals and church supplies to believers and churches all over the world through both their retail and online stores.

Challenge

Prior to contracting Pitstop Media, HFO was managing its PPC campaigns in-house, and incurring huge losses. 31.46% of HFO's website traffic was from PPC advertising and the conversion rate was less than 0.5%, yielding a negative return on investment. HFO realized that in order to have a sustainable online business, it needed to drastically improve the performance of its PPC campaigns.

HFO wanted Pitstop Media to make its PPC campaigns profitable with long-term sustainable revenues.

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Solution

The PPC campaigns were carefully audited and major issues were identified, including:

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- Keywords had low Quality Score and high Cost per Click
- Broad match keywords brought in too much unwanted traffic
- Very few negative keywords
- Keywords grouped into irrelevant ad groups
- Only less relevant and generic keywords were being advertised
- Didn't have separate campaigns for content network, resulting in extremely high CPA
- Landing pages were less relevant than desired
- Ads were set to show in the wrong target markets
- AdWords Conversion tracking was not set properly

Optimization efforts were prioritized given that more profitable product categories were optimized first and budgets were allocated in the same manner.

The existing keyword lists were expanded using PPC campaign keyword data, analytics data and third party tools. The keywords were then grouped based on product category and relevancy. The match types for each keyword were carefully determined to ensure only qualified traffic was sent to the website.

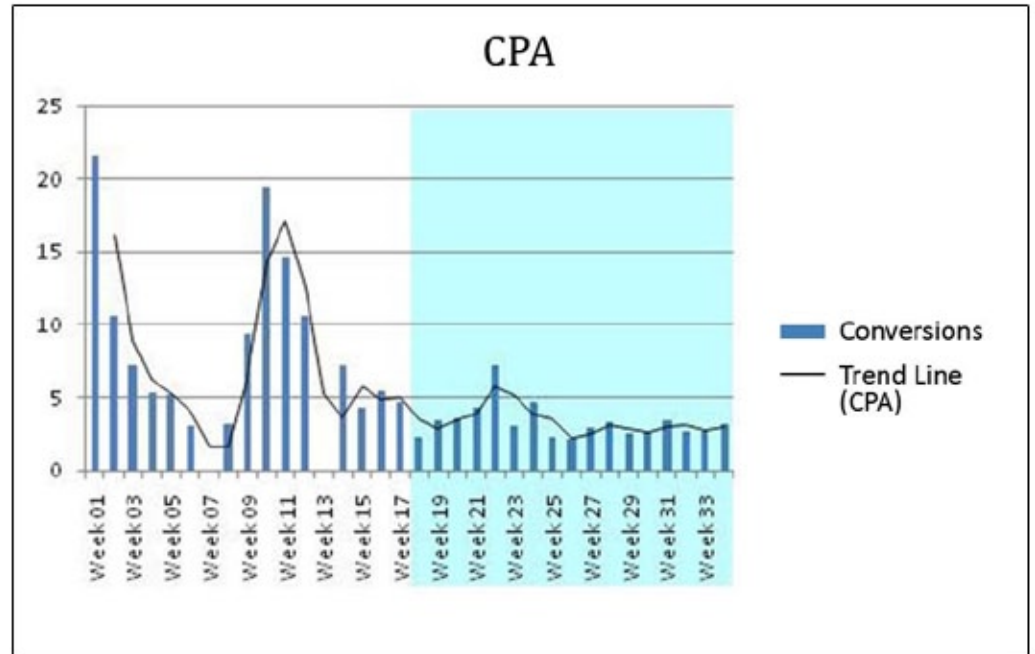
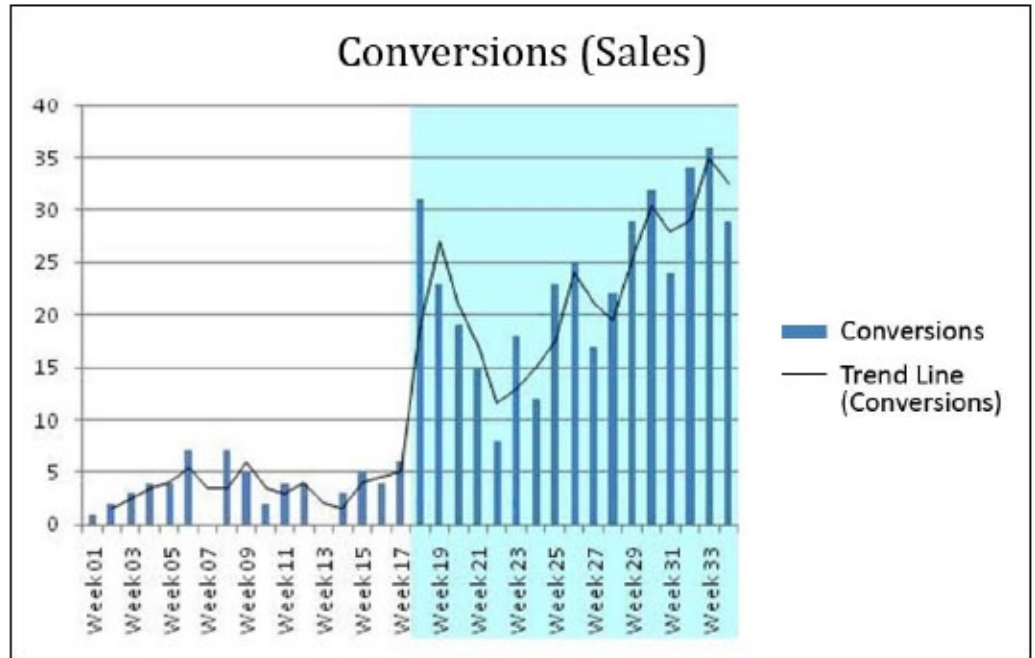
Specific ad copies relevant to the keywords within each ad group were created. In addition, location targeting was set to properly target the desired locations only. Lastly, due to the limited advertising budget, all underperforming keywords were paused and ads were opted out of content network. We also provided suggestions to change the navigation structure and the content of the website to make the landing pages more relevant to the advertised keywords.

Results

We used the number of conversions (sales) and Cost per Acquisition as the key performance indicators (KPIs) to measure the campaign's success.

Below are two charts outlining the performance in terms of increase in sales and decreased cost per acquisition of the account over a 34-week period. Pitstop Media started optimizing the campaigns from week 18 until date and the time period is highlighted in blue. Within three months of Pitstop Media managing the account, the number of sales from PPC campaigns had increased by 410%, and the Cost Per Acquisition was reduced by 48%. In addition, overall Quality Score of keywords across the campaigns improved, while keyword Cost Per Click decreased, primarily due to ad group restructuring and optimization.

Our Credentials



HFO is very satisfied with the optimization results. Pitstop Media is currently working with HFO for its entire search marketing requirements.