



## Client Success Story

Small eCommerce: Instant Results

### Overview & Challenges:

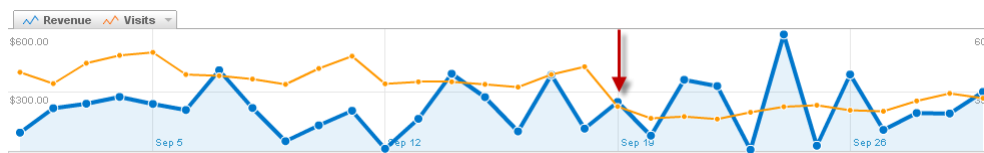
The client, a small company based in Minnesota, is driven by passion and dedicated to being a leading e-commerce business specializing in girls' toys and collectibles. With a goal to boost revenue while optimizing spending on Google, they approached us in mid-September. In the previous month, their PPC revenue accounted for 44.08% of their overall revenue, a number they were eager to increase. Setting a target of \$25-\$30 per conversion in Google Adwords, the client sought quick turnarounds and came to us with great urgency. Coming from a previous PPC firm, they yearned for both growth and a healthier ROI.

### Strategy:

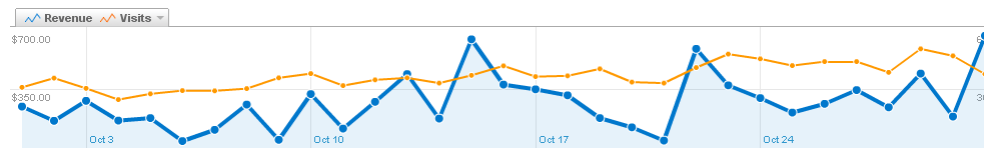
Upon arrival, the client had a fully functioning PPC account. However, there was room for optimization as the previous campaigns did not maximize functionality and failed to direct traffic to the appropriate areas of the website. Recognizing this opportunity, we swiftly intervened, restructuring the account to prioritize crucial areas of the business. The incorporation of negative keywords played a pivotal role in enhancing results by driving better traffic. This, in turn, bolstered PPC traffic revenue and immediately boosted the company's profitability. The graph below illustrates the remarkable impact of our adjustments in September. With negative keywords effectively skimming off unwanted traffic, conversion rates improved, leading to a more consistent revenue stream throughout the month.

OVER  
**47%**  
INCREASE  
IN REVENUE  
IN 2 MONTHS

DECREASE OF  
**16%**  
IN COSTS PER  
CONVERSION  
IN 2 MONTHS

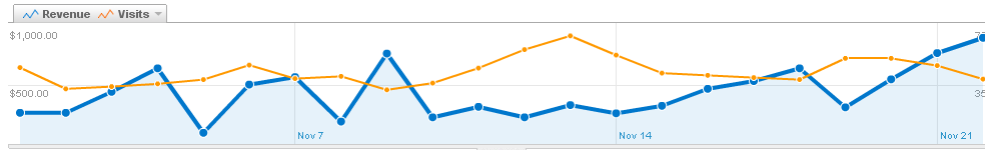


October saw this pattern increase, with slight dips along the way as we tested and continued to optimize the traffic:





The greatest gains came in the month of November, and are continuing to date:



As these graphs illustrate, the PPC process can have sustained improvement over time. We do not have a magic light switch to flip that brings everything in line, but effectiveness can improve quickly and month after month of sustained improvements are possible.

### Results:

Since taking over the account in mid-September, our client's PPC numbers continued to see an increase in revenue and percentage of overall revenue for the company. In addition, since September, the cost per conversion has dropped from \$25.97 to \$21.83 per conversion, another goal met for this client. September PPC Revenue Numbers:

Sources / Medium	Revenue	% Revenue
google (cpc)	\$6,567.07	44.08%

### October PPC Revenue Numbers:

Sources / Medium	Revenue	% Revenue
google (cpc)	\$8,515.26	60.61%

### November PPC Revenue Numbers

Sources / Medium	Revenue	% Revenue
google (cpc)	\$9,677.27	70.55%

In conclusion, we have seen the dramatic turnaround of the PPC traffic for this small company, making them more profitable on their Google spend, and keeping the business on the rise.

