

# PPC Case Study



## THE PPC STORY

Discount photo prints approached Fifteen after disappointment from previous digital marketing agencies. Discount photo prints had an existing campaign, however, wanted to see higher returns from what they were spending online with the support of an experienced team.

### *The objectives*

- £ **Increase** ROAS  
(return on adspend)
- 📈 **Increase**  
conversion rate
- £ **Lower**  
cost per conversion

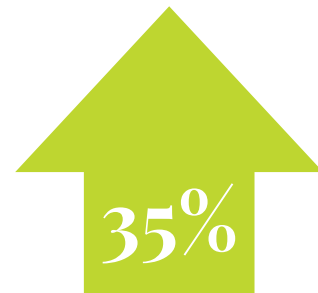
### *The strategy*

Fifteen started off with the keyword planning and looking into monthly search volumes to create a tactical plan, allowing us to utilise the same budget. We then paused underperforming adgroups, and built out campaigns which were providing strong ROI. Adcopy was tweaked and all ad-extensions were applied to the account to ensure highest CTR was achieved. In the second phase of the campaign, Fifteen will be building further campaigns around different services the company offers, such as mug printing.

## Results



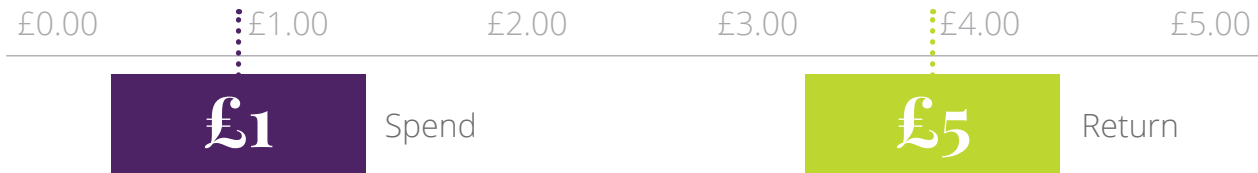
**140%**  
**increase**  
in click through rate



**35%**  
**increase**  
in conversion rate

# Cost savings and conversion values

**£5** return on adspend



**23%**  
decrease in cost  
per conversion

reduction of over

**£3.30**

per conversion

Hitting cost per conversion target in **month two**

## What they say about us

*"After trying several companies for social media, Google Ad campaigns etc. I was starting to feel a little disheartened after everybody seemed to be promising the earth on these magnificent returns on investment, when in actual fact the returns where much higher for them and not so much for me. Fifteen started an ad and remarketing campaign for me, Natalie proved very knowledgeable and went through all stats with me and came up with some very impressive banners for our campaign. Now that everything is up and running I am starting to see the results and am very impressed, 10 out of 10!"*

**Paul Evans**  
Director, Grangeprint.com LTD