

PPC Case Study



THE PPC STORY

Hidepark is a leather garment manufacturer based in Grantham, Lincolnshire. Before coming to Fifteen, they already had an established client base and a successful Google Adwords account, but wanted to further improve their results and decrease their cost per conversion. Fifteen set to work optimising ads, keywords, and the general structure of the campaign. We also introduced a Remarketing campaign, and worked to further improve Hidepark's Google Shopping campaign.

The objectives



Improve PPC campaign performance



Lower cost per conversion



Expand focus on generic traffic and actual sales

The strategy

We analysed the current campaign and worked out a strategy for improving the conversion rates, whilst managing the expenditure of the whole campaign. Extensive work was done to improve underperforming keywords and ads, whilst budget was increased for high converting ads. Landing pages were carefully selected to enhance conversions, and the effectiveness of the account was monitored to ensure constant growth.

Keywords, impressions and clicks

76

keywords with a
10/10
quality score

108

keywords with
increased
impressions

55

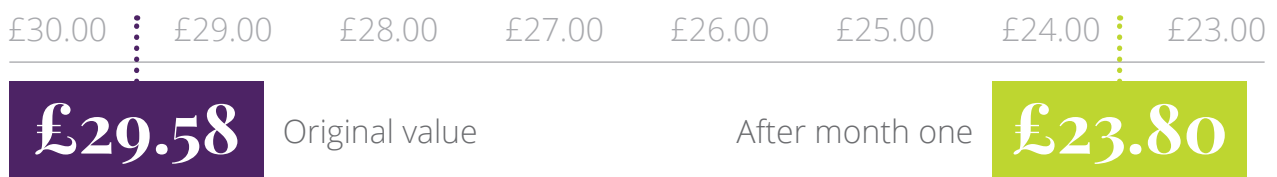
ads with
increased
clicks

Conversion results

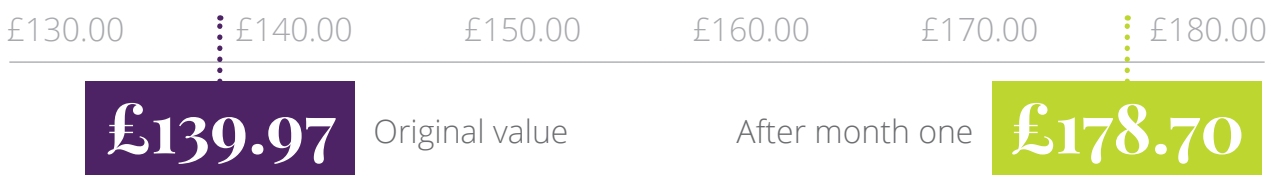


Cost savings and conversion values

Decrease in cost per conversion by **£5.78**



Increase in average order value by **28%**



"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."

Ian Blackburn, Managing Director, Hidepark

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THE BING PPC STORY

Hidepark saw great success on the Google paid for platform, generating hundreds of orders each month, therefore, it was decided to try a similar campaign on Bing. Due to the target market of Hidepark being 50+ years old, it was thought that Bing was a great match to drive further sales and revenue.

The objectives



Increase sales and revenue



Gain market share



Focus on a relevant market



Increase brand awareness within a new market



Gain stronger ROI

The strategy

As we knew we had a highly successful campaign on Google, this was imported into Bing and then minor tweaks were made to optimize towards the relevant audience. Due to this being a new platform for Hidepark we had to ensure the campaign was providing strong ROI to justify the increased spend.

Monthly results



866,543
impressions



3,636
clicks



£149
average
order value



Conversion rate



Cost per click



Fifteen have **increased**
monthly sales overall by 50%

What they say about us

"Since handing our PPC campaign over to Fifteen we have already seen an increase in the amount of queries we have received on our website, and a decrease in the cost per conversion. They've also optimised our Google Shopping ads, and introduced a very successful Remarketing campaign. They are very knowledgeable, professional, and have been a pleasure to work with. I would recommend them very highly."

Ian Blackburn
Managing Director, Hidepark

Remarketing Case Study



THE REMARKETING STORY

As part of the optimisation of Hidepark's PPC campaign, Fifteen recommended that Hidepark also introduce dynamic remarketing into their digital marketing strategy. A successful remarketing campaign would help to convert users that had previously not converted on site, by prompting them back to the site. This would help Hidepark to achieve their overall goal of more conversions on their site.

Remarketing is a great retention channel; visitors who have previously engaged with Hidepark will be more likely to convert to a sale if they return to the site as they are already interested in the product and brand. If a user is not interested anymore, they simply will not click on your ad. Therefore, this makes remarketing a really cost effective method.

The objectives

-  **Improve** PPC campaign performance
-  **Lower** cost-per-conversion
-  **Expand** focus on generic traffic and actual sales
-  **Increase** number of existing visitors
-  **Increase** brand awareness

The strategy

The new remarketing campaign was set up, with our in-house designers working with Hidepark to create ads that accurately represented their brand whilst simultaneously promoting click-through. We then monitored how effectively the campaign was running, with regular optimisations made to ensure it ran smoothly.

Results in month one



2,733,744
impressions



5,018
clicks

One click for every
544 impressions

Cost savings and conversion values

£26.00 £25.00 £24.00 £23.00 £22.00 £21.00 £20.00

£25.82

Original value

£21.67

After month one

Decrease in cost per conversion by **£4.15**
17% less than previous campaigns

CTR, CPC and conversions

0.18%

Average CTR
click through rate

£0.13

Average
cost per click

31

Conversions

These 31 customers could have left the website and forgotten about the brand, whereas remarketing has turned these visitors into customers.

What they say about us

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Ian Blackburn
Managing Director, Hidepark

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Google Shopping Case Study



THE GOOGLE SHOPPING STORY

Hidepark is a leather garment manufacturer based in Grantham, Lincolnshire. Before coming to Fifteen, they already had a large client base and a successful Google Shopping campaign, but wanted to further improve their results and decrease their cost per conversion. Fifteen set to work optimising the general structure of the campaign. The campaign was originally set with all products within one Adgroup, making it hard to optimise the different product groups.

The objectives



Improve Google Shopping campaign performance



Lower cost per sale

The strategy

We analysed the current campaign and developed a strategy for improving metrics, while decreasing the expenditure of the campaign. Extensive work was done to segment the campaign so that we could manage bids with a large number of attributes. Fifteen were able to gain great results after the first month by utilising the data feed and optimising it for Google.

Results after month one



16%

increase in conversions



43%

increase in conversion rate



4.6%

increase in click through rate

Savings and conversions



23% decrease in spend



decrease in
cost per click



decrease
in cost per conversion

reduction of

£14.40

per conversion

What they say about us

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Ian Blackburn, Managing Director, Hidepark