

# 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

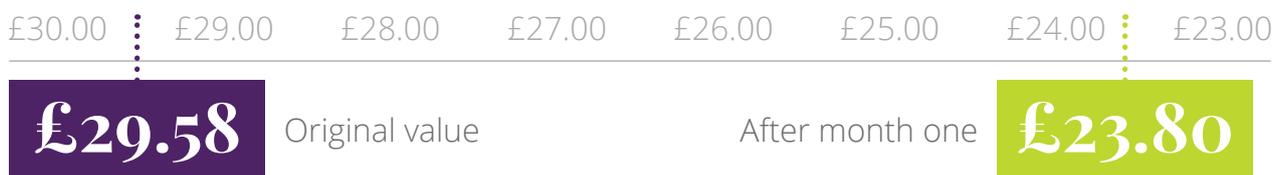
ads with  
**increased**  
clicks

# Conversion results

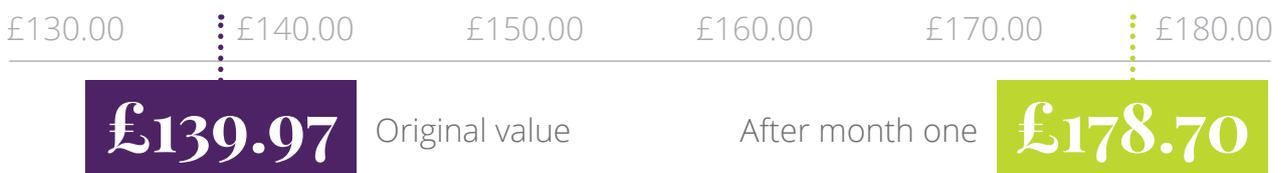


## Cost savings and conversion values

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