

PPC Case Study



THE PPC STORY











Hydrotechnik is one of the UK's leading test and measurement equipment distributors and manufacturers, based in Nottingham.

Hydrotechnik approached Fifteen in April 2014 to help increase traffic to their website and improve Google Page Rankings. After seeing the SEO success Fifteen achieved for them, they decided to move their paid search activity, from in house, to Fifteen. Fifteen took on the challenge to fully optimise the current strategy and deliver a more successful PPC campaign.

The strategy

One of the key priorities set for Fifteen was to increase conversions, therefore, the first step Fifteen took was to setup conversion tracking.

Optimisations made included:

-  CPCs increased to push average position
-  Added callout extensions
-  Competitor bidding paused
-  Optimised sitelink extensions
-  Adschedule changed to during working hours
-  Made keywords broad match modified
-  Bids decreased on mobile devices due to fewer mobile conversions than desktop
-  Improve quality score of keywords below 6
-  Replaced relevant keywords and paused underperforming adgroups
-  Created three ads for each adgroup to ensure split testing

Results



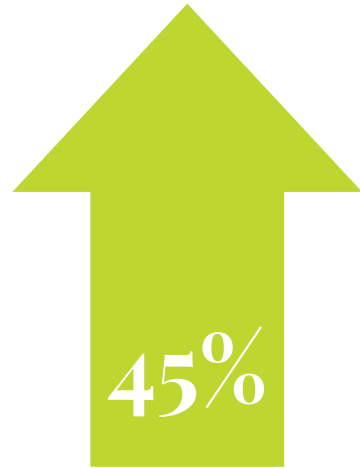
43%
increase
in click through rate



53%
increase
in impression share



7%
increase
in returning visitors



45%
increase
in average position



9%
decrease
in bounce rate

Results after month two

Increase
in conversions by

264%