

GRANULAR CAMPAIGN REBUILD RESULTS IN 783% CTR INCREASE AND 30% DECREASE IN CPA

CLIENT: RESTAURANT EQUIPMENT RETAILER

THE ASK: IMPROVE AND OPTIMIZE EXISTING HIGH-LEVEL SEARCH CAMPAIGN

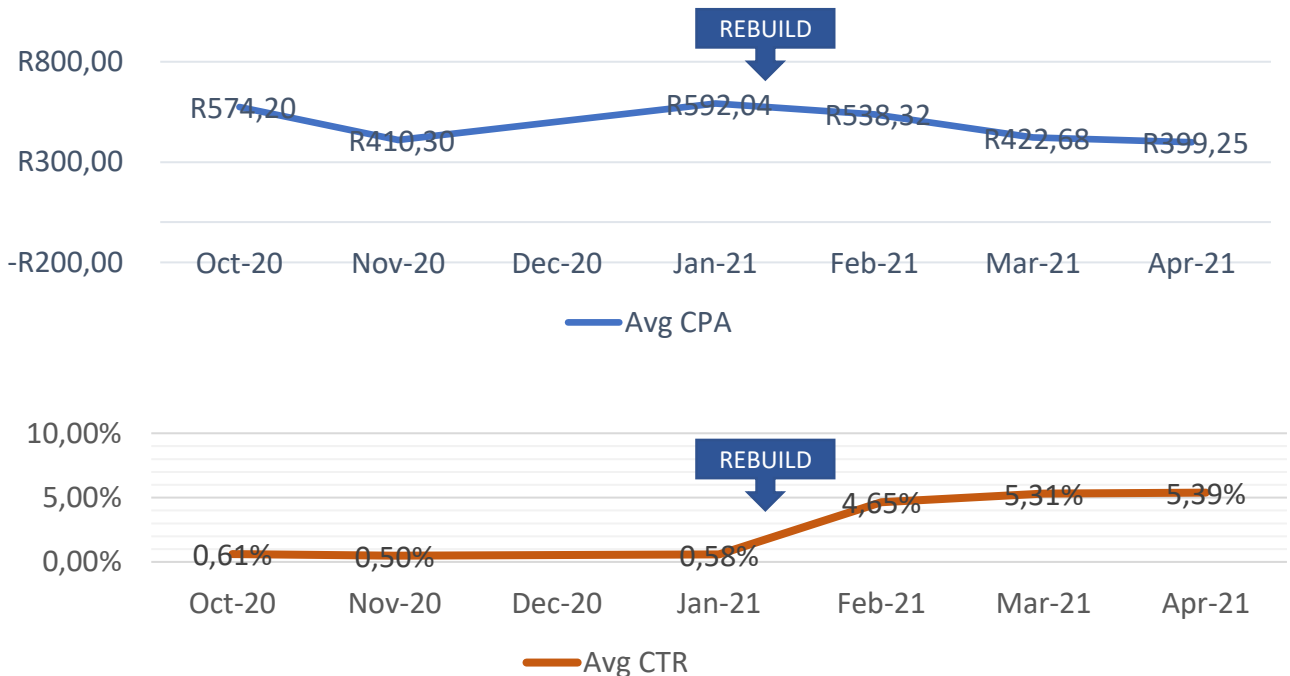
SNAGS: PRODUCTS KEYWORDS OFTEN TRIGGER SEARCHES FOR DOMESTIC APPLIANCE RESULTS.

SOLUTION

Implementing an aggressive negative keyword strategy to exclude any domestic appliance search terms, and also excluding any terms relating to second-hand equipment.

Intensive keyword research resulted in a granular build to align with website menu build, in order to cater to all relevant keywords. In addition granular build allows for better campaign level optimization and budget allocation.

RESULTS



In addition to campaign rebuilds, Dynamic Search Ads were implemented to keep up with website product changes and capture more search impressions.

Responsive Search Ads were also implemented on Ad Group level.