

# ECOMMERCE RETAILER INCREASES SALES CONVERSIONS BY 300% AFTER GRANULAR AD BUILD IMPLEMENTED

CLIENT: BICYCLE RETAILER

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

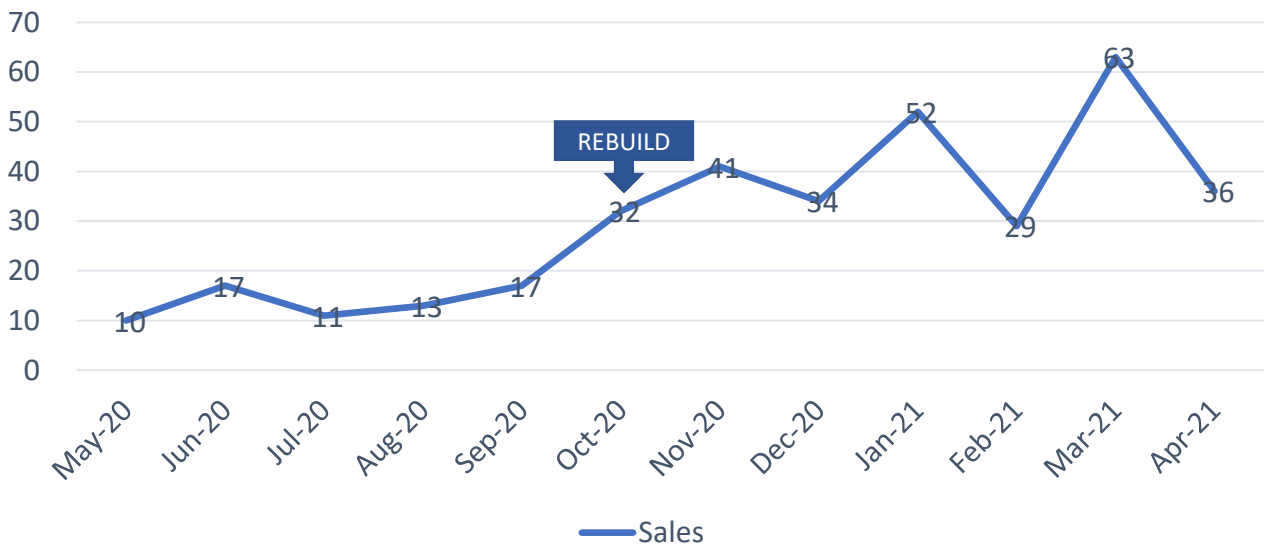
SNAGS: LOW CLIENT BUDGET WITH LITTLE TO NO ROOM FOR A/B TESTING AND LIMITED REACH

## SOLUTION

Expanding existing broad campaign into granular campaigns and ad groups to differentiate brands, categories and generic vertical searches.

Dynamic Ad Group added to capture additional traffic as product database changes rapidly.

## RESULTS



Of course the effects of Covid19 on interest in outdoor activities and gear should be taken into account on any metrics for this duration. However, with Level 4 lockdown ending May 2020, and outdoor activities once more being allowed, the effect would have been seen from then already.

However it was not as the graph shows.

Monthly budget spend remained constant throughout as such not affecting metrics.

\*February had downtime due to client billing issues.