



CASE STUDY

Clicks ▼

40.5K

↑ 35.8K

Conversions ▼

379.55

↑ 297.00

Cost / conv.

£34.13

↑ £10.64

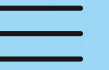
Conv. value

26.7K

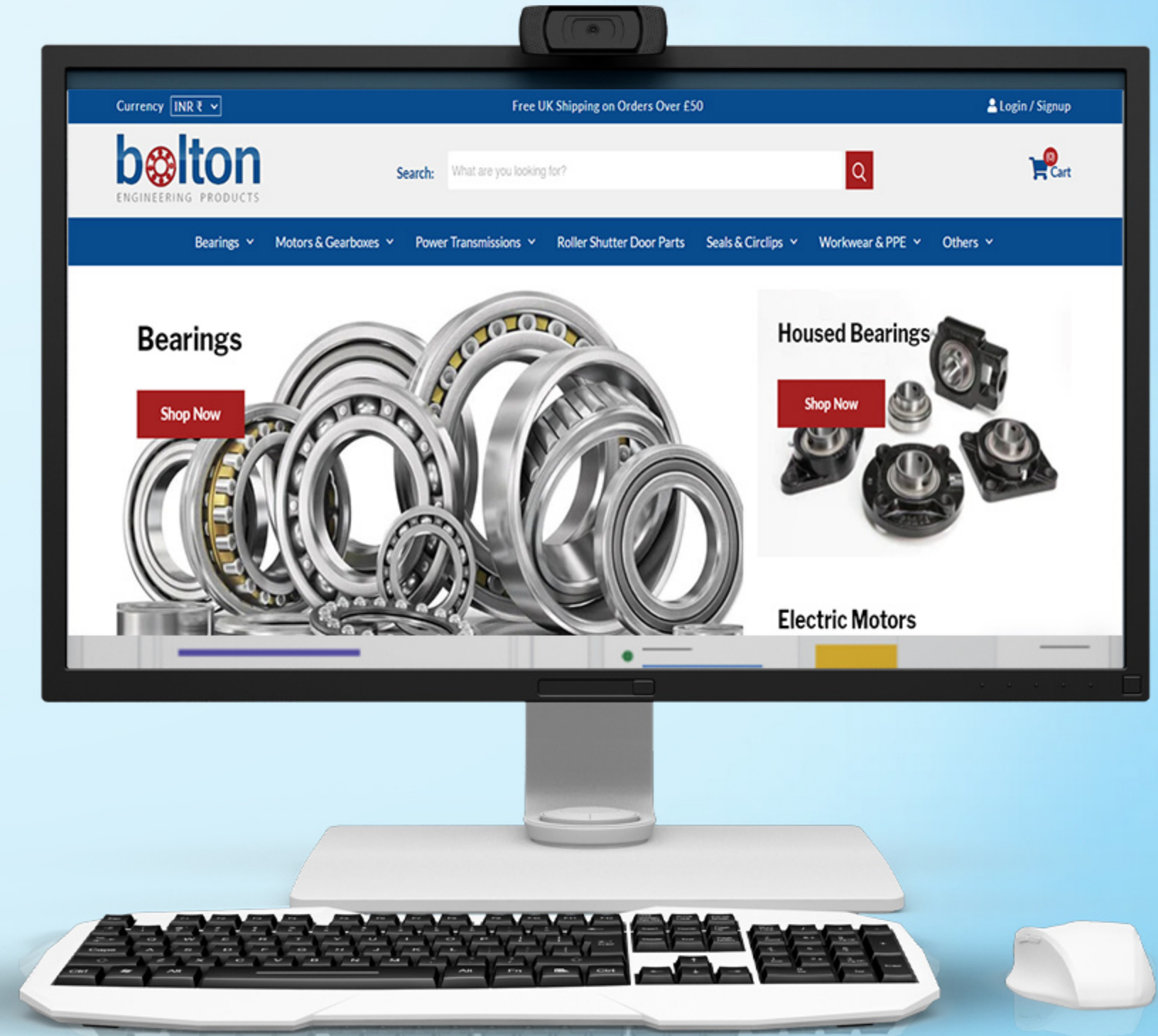
↑ 21.3K

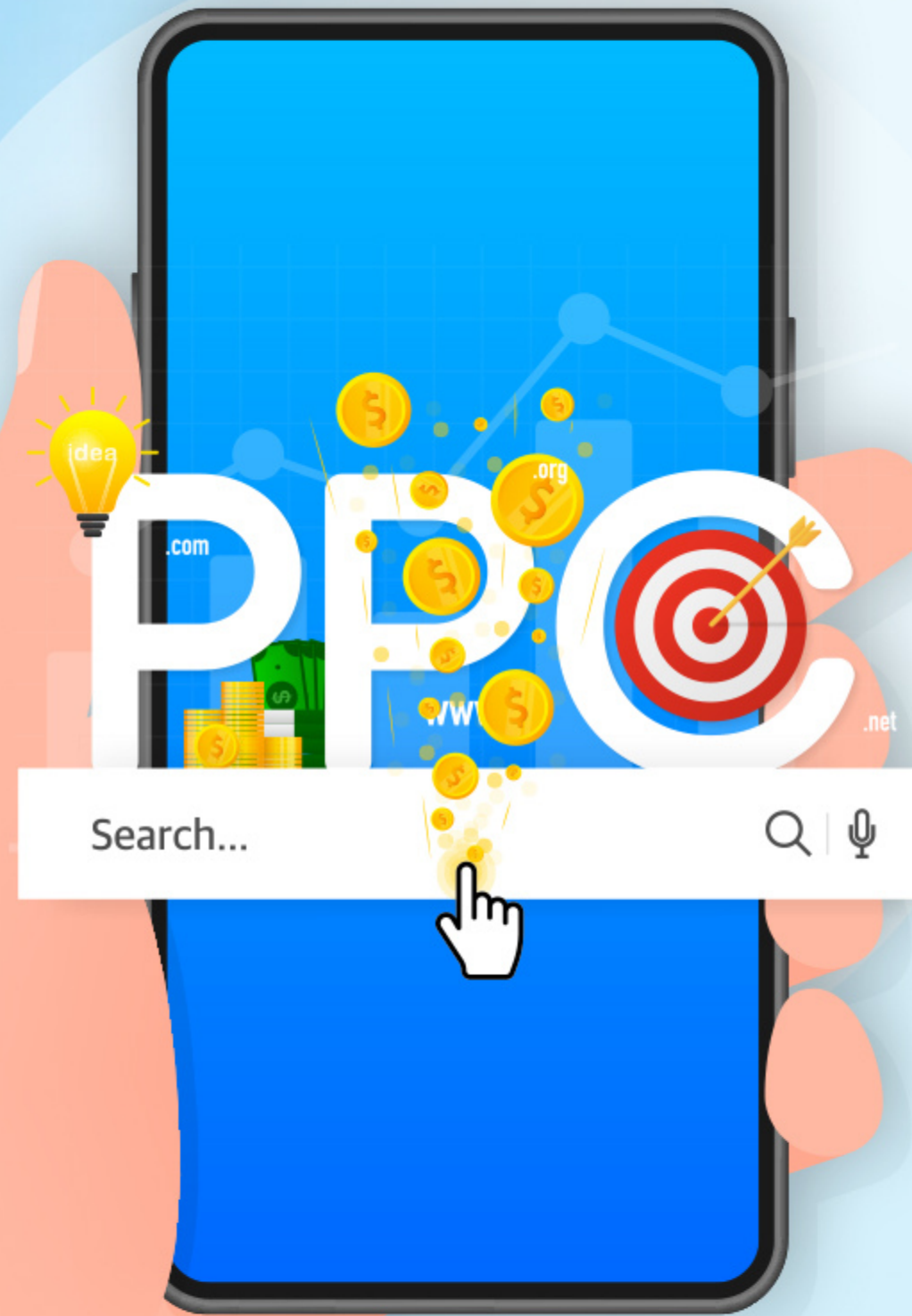


INTRODUCTION



Bolton Engineering (<https://bepltd.com/>) is an Bearings, Chains, Pulleys, Sprockets, Couplings, Shaft fixings, Oil seals, O-rings, HTD Timing belts and pulleys, Imperial timing belts and pulleys, Housed bearings based business. This business is based on USA, Ireland, UK, New Zealand & Australia. The website owner contacted us regarding Low sales in January 2022





CHALLENGES:

It's an Spare Parts website. Client's main focus was to generate more Sales & Purchase. Therefore, our major challenges were:

- ↪ Choose best keywords
- ↪ Remove irrelevant Searches
- ↪ Bring relevant traffic
- ↪ Re marketing & Re targeting
- ↪ Increase Booking
- ↪ Decrease the Cost/Conv

100

A cartoon illustration of a man with brown hair, wearing a dark grey suit, white shirt, and yellow tie. He is smiling and pointing his right index finger towards a screen. The screen displays a list of Google Ads search terms, including "Sales-Performance Max", "adwordsrobot-uk-d", "PMax: Shopping", and "PMax: Shop". The background is a light blue gradient.

AFTER PPC: RESULTS

SALES

Campaign	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	CTR	Avg. CPC	All conv. value	Conv. value / cost	Value / conv.	Bid strategy type
 Sales-Performance Max-2 UK (23 Aug) 	0.77%	£0.29	£896.32	86.67	£10.34	2.82%	0.77%	£0.29	16,557.10	7.12	73.63	Maximize conversion value (Target ROAS)
 Sales-Performance Max-10 Ireland (26 Aug)	0.82%	£0.32	£3,692.15	60.00	£61.54	0.52%	0.79%	£0.33	8,762.78	0.96	59.24	Maximize conversion value (Target ROAS)
 Sales-Performance Max-8: USA (26 Aug)	1.34%	£0.29	£5,113.55	134.00	£38.16	0.77%	1.09%	£0.36	23,160.35	2.05	78.06	Maximize conversions (Target CPA)
 adwordsrobot-uk-dsa-all	5.47%	£0.44	£3,936.57	164.43	£23.94	1.85%	5.47%	£0.44	26,820.68	2.74	65.71	Maximize conversions
 PMax: Shopping ads- NZ	1.26%	£0.16	£1,231.00	17.00	£72.41	0.22%	1.26%	£0.16	2,636.57	0.72	51.94	Maximize conversion value
 PMax: Shopping ads- Aus	—	—	£0.00	0.00	£0.00	0.00%	—	—	0.00	0.00	0.00	Maximize conversion value
Total: All enabled campaigns in your current wo... 	1.25%	£0.30	£14,869.58	462.10	£32.18	0.95%	1.16%	£0.33	77,937.49	2.16	69.43	
 Total: Account 	1.06%	£0.29	£29,195.82	5,677.00	£5.14	5.69%	1.02%	£0.30	196,686.68	2.84	14.60	
 Total: Account 	1.06%	£0.29	£29,195.82	5,677.00	£5.14	5.69%	1.02%	£0.30	196,686.68	2.84	14.60	
 Total: Account 	1.06%	£0.29	£29,195.82	5,677.00	£5.14	5.69%	1.02%	£0.30	196,686.68	2.84	14.60	
 Total: Account 	1.06%	£0.29	£29,195.82	5,677.00	£5.14	5.69%	1.02%	£0.30	196,686.68	2.84	14.60	

CONCLUSION:

Our PPC experts researched exact keywords and then decided to go with High traffic keywords initially as they had good average monthly searches and drove relevant traffic to website.

During the first week of our PPC process, we added all the targeted keywords that had high searches and modified the ad copies. Next phase was to optimize the search query reports to add negative keywords to stop irrelevant traffic to the website.

By doing all these changes, we noticed a significant increase in number of clicks and CTR in Google Ad words.

1. We decrease the Cost/Conv. £39.67 to £5.14
2. We have 5,677 conversionstill now

