



CASE STUDY

Clicks ▼

220K

Conversions ▼

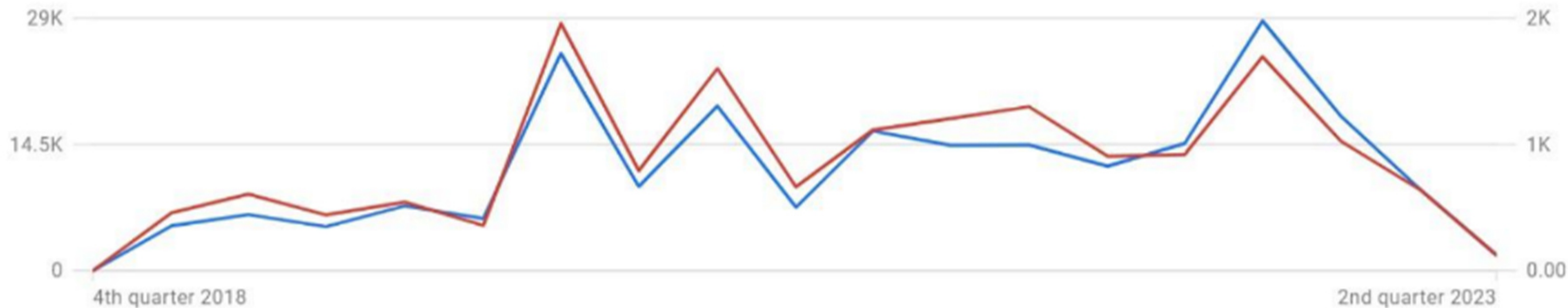
16.4K

Cost / conv.

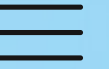
\$26.44

Cost

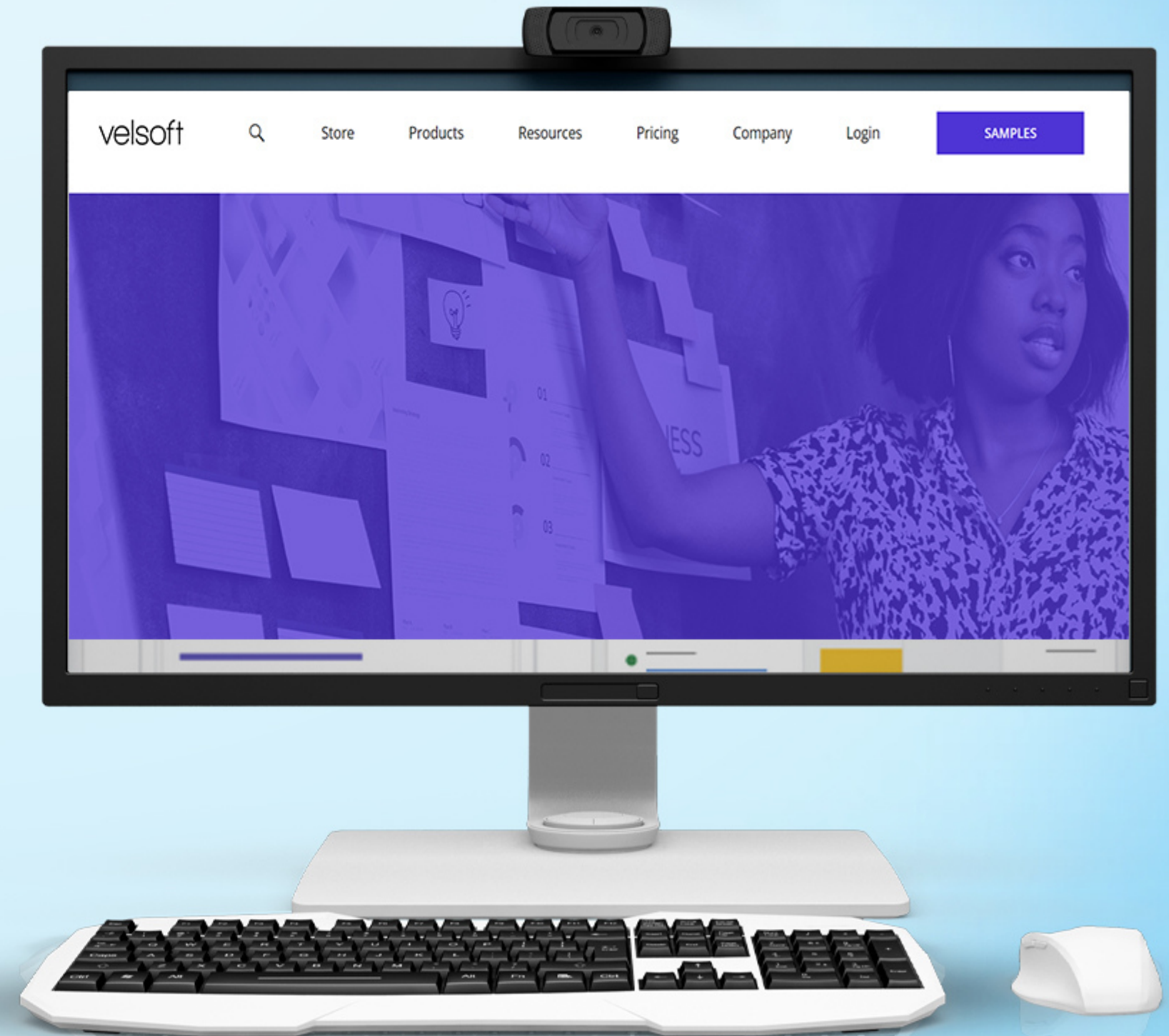
\$432K

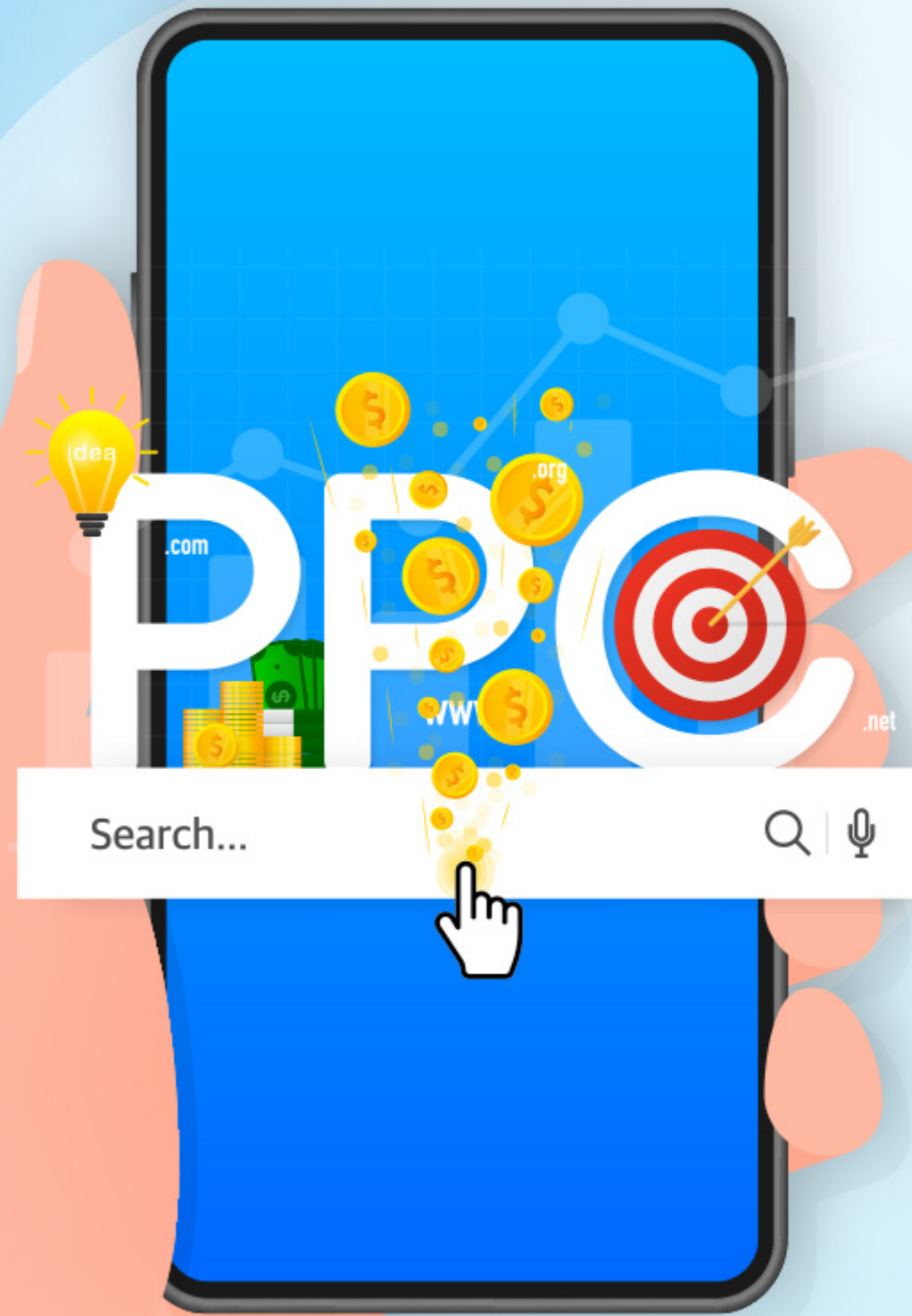


INTRODUCTION



Velsoft (<https://www.velsoft.com/>) is an customizable training materials based business. This business is based in United State, Canada and Saudi Arabia. The website owner contacted us regarding Low sales in January 2018





CHALLENGES:

It's an Courses (Training Courseware) website. Client's main focus was to generate more sales. Therefore, our major challenges were:

- ↳ Choose keywords
- ↳ Bring relevant traffic
- ↳ Re marketing & Re targeting
- ↳ Increase Sales
- ↳ Decrease the Cost/Conv

SALES DATA BEFORE WE STARTED:

Campaign	Impr.	Interactions	Interaction rate	Avg. cost	↓ Conver	Cost / conv.	Conv. rate	Bid strategy type	Clicks	Avg. CPC
BP - NA - Training Materials	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - GLOBAL - Training Materials	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - NA - Training Manuals	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - NA - Courseware	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - GLOBAL - Training Manuals	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - Train The Trainer	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - GLOBAL - Courseware	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
NA - Negotiating	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
NA - Change Management	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
NA - Change Management	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
NA - Negotiating	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - GLOBAL - Courseware	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
NA - Train The Trainer	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - GLOBAL - Training Manuals	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—
BP - NA - Courseware	0	0	—	—	0.00	CA\$0.00	0.00%	Maximize conversions (Target CPA)	0	—

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	

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. CA\$95.10 to CA\$25.91
2. We have 24,779 conversions till now

