

Widorejestratory24.pl – case study for Google Ads management

The company sells action and dashboard cameras. The client contacted us after listening to a presentation delivered by our director. After an analysis of the existing Ads account and a study of the competition, we proposed changes and new directions for campaign development. The biggest challenges we needed to face was the tough competition and the fact that the company sells only higher-end products, which means they are more expensive.

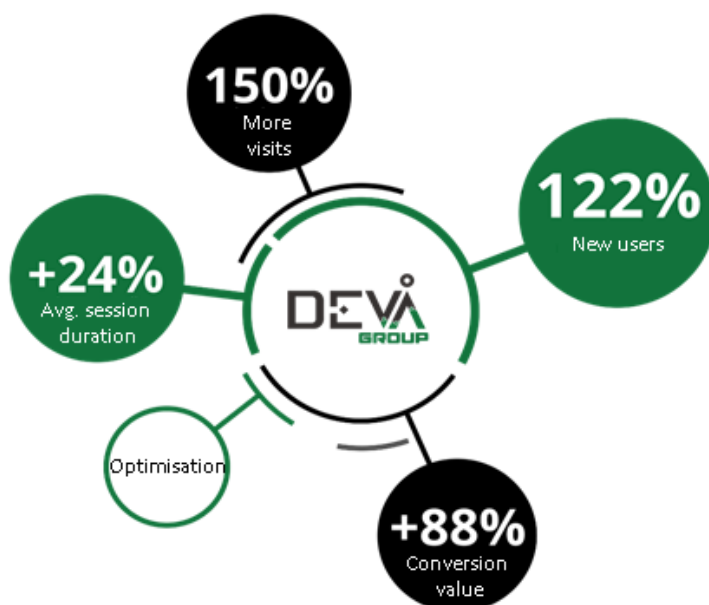
Comprehensive service:

- **Large potential of keywords**
Appropriate account structure and budget optimisation allowed for gradual reach increase.
The share in the search network displays has increased by 13%.
- **Large competition**
Lowering the client acquisition cost allowed for increasing the conversion rate by 83%.
- **Limited budget**
In the beginning, the monthly budget was too small in relation to the campaign's potential and for this reason we focused on cost optimisation. As a result, we managed to lower the average CPC by 21%.
- **Various types of campaigns**
Apart from standard campaigns – search, PLA and remarketing – we have also introduced video and GDN advertising.
- **Use of Google Analytics**
To provide complex analysis, we

Accomplished tasks:

- **Account structure setup**
- **Continuous optimisation of keywords and ads**
- **Rate and budget monitoring**
- **Introduction of rate modifiers to locations, devices and ad schedules**
- **Close cooperation with the client with regard to the advertised products and promotion communication.**
- **Preparation of a dedicated monthly report.**

Results of the managed AdWords campaign:



Do you want us to manage your Google Ads campaign?

Contact us!

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