

Klocki.edu.pl – case study from Google Ads campaign

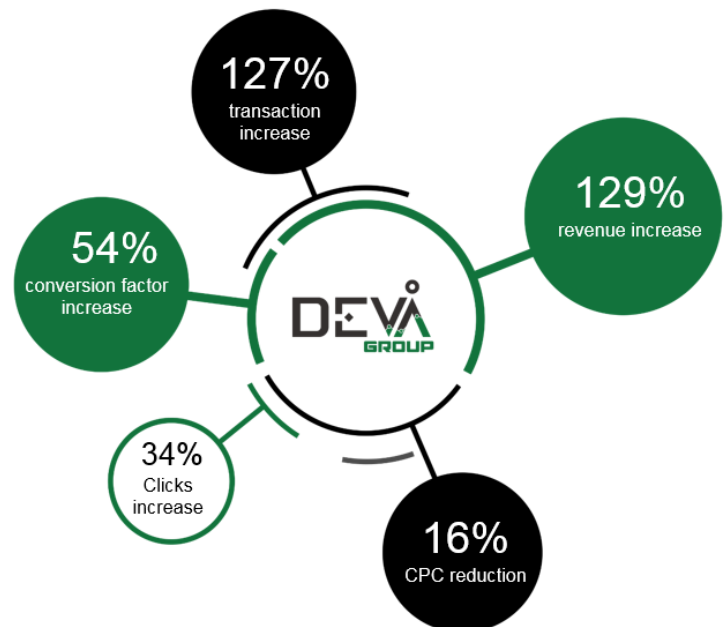
Klocki.edu.pl shop is a paradise of creative and safe tools for the little ones. The offer is focused on educational and construction blocks for children aged 2-8. The shop is oriented towards ongoing and seasonal sale – in consideration of Christmas, or Children's Day at which time Google Ads campaigns budget is increased.

Comprehensive customer service:

- Campaign preparation**
 Careful analysis and choice of keywords (Senuto, Semstorm, AdWords Planner).
- Launch of new search campaigns**
 The campaigns use different types of rates determination – CPC and CPA for the highest effectiveness. Thanks to this, it was possible to reduce CPA by **80%** and increase the number of visits from search campaigns by **34%**.
- Change of attribution**
 We have implemented conversion tags and use Time Decay attribution. It allows to verify campaign's efficiency not only form last source, but throughout the entire conversion path.
- Synergy with other campaigns**
 We use Shopping Ads, dynamic remarketing and supplementing search campaigns with phrases from product campaigns.

Accomplished activities:

- Synergy with other campaigns**
- AdWords conversion tag implementation**
- Controlling rates and budgets**
- Increase the conversion number and obtaining new, valuable market**
- Full implementation of Google Analytics**



Do you want us to improve your Google Ads?
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