

RESELLER INCREASES CONVERSION RATE 107%

BACKGROUND

For more than 15 years, a machinery component reseller managed their Google AdWords account internally. As competition increased and the digital marketing landscape evolved, they believed performance and cost-efficiency could be improved through a strategic partnership with a digital marketing agency. Enter Direct Online Marketing (DOM).

CHALLENGE

DOM was selected as the reseller's digital marketing partner to implement a new PPC strategy that would improve their overall return on ad spend (ROAS) and drive new traffic to the website. To achieve these goals, DOM aimed to improve metrics in two areas: cost per conversion and conversion rate.



Search impression share is the percentage of times your ad was displayed in search results compared to the total number of impressions that Google estimates your ads could get based on factors like targeting settings, approval statuses, and quality.

OUR SOLUTION

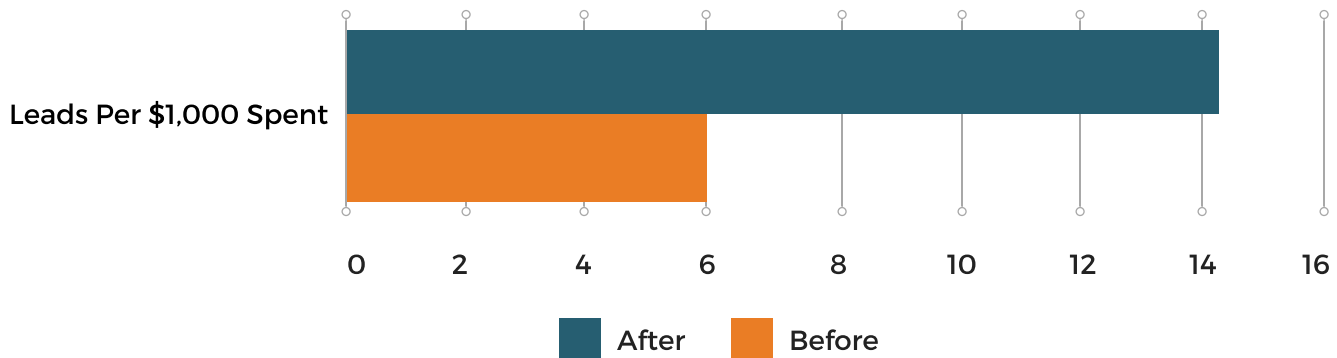
Leveraging the account's historical performance data, DOM rebuilt all of the AdWords campaigns, optimizing each to reach potential consumers interested in purchasing or repairing a hydraulic component.

Traffic volume is high for this industry, so DOM implemented key tactics including structuring campaign ad groups thematically, extensive keyword bidding, and keyword expansion to drive the most valuable traffic ready to complete a quote request form.

Additional focus was placed on implementing continual ad copy testing to increase overall click-through rate (CTR).

LEADS EXPLODE BY 140%

The reseller quickly saw positive results with a 140% increase in the number of leads per \$1,000 spent.



DOM's new search campaigns also improved the cost per conversion and conversion rate metrics.

Metric	Before	After	% Change
Conversion Rate	1.59%	3.29%	+107.53%
Cost Per Conversion	\$164.20	\$68.68	-58.17%

WHY IS CONVERSION RATE SO IMPORTANT?

- Conversions happen when searchers who click your ad take an action you want, such as filling out a contact form or purchasing something online.
- Conversion rates show how often people who click on your ad take the action you want.
- The higher the conversion rate, the higher your return on ad spend. In other words, by improving conversion rates, you get more results without having to increase budgets.

Direct Online Marketing, a Premier Google Partner, has been delivering first-class results for clients around the world since 2006. Are you ready to ramp up your brand's digital marketing performance through search engine optimization, pay-per-click search advertising, social media marketing, or display advertising? Contact us today for a free consultation.

