

IN BRIEF**INDUSTRY**

- Automotive Industry

CHALLENGES

- Poor website tracking we can't control.
- Unknown customer value.
- No Google Ad strategy.

SOLUTION

- Determine ROI.
- Develop SKAGs and eliminate keywords.
- Make strategic account structure changes.
- Develop deep strategy based on data.

Google Ads Producing 273% ROAS

Client went from not knowing their return on ad spend to generating a 273% ROAS in 90 days.

An automotive company ran Google Ads month over month without knowing what the value of each conversion and with no structure of the account, creating an inability to make any strategic decisions.

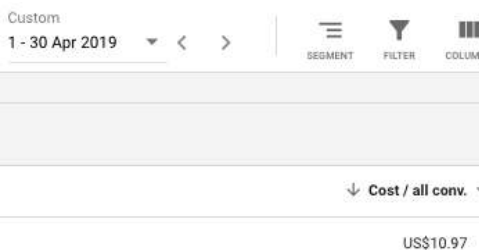
THE CHALLENGE

- We, nor they, were in control of the website. We had no ability to edit code or track onsite conversions.
- The Google Ad account had no structure. There was one campaign with 100's of keywords for a relatively small budget in an industry with a high cost per click.

THE SOLUTION

This account required a lot of trial and error, which we made fast. When looking at accounts daily, we can spot trends or gaps for quick improvements.

- We needed to know how much each Google Ad conversion was to the client. They were not selling a direct product but needed a phone call to make the sale. Through analysis of their sales, we determined a value of \$30 per Google Ad conversion, giving us a break-even target.
- First step was restructuring the account. We started with SKAGs, which gave us the ability to quickly identify which of the 100's of keywords actually would produce results. We were able to eliminate 95% of the keywords they were targeting and wasting ad spend in 30 days by creating negative and negative variations. This forces the account to spend slower each day, waiting for keyword searches that we know will trigger conversions.
- We then made strategic campaign adjustments. This was a local company, so we continued to decrease the geo location of the ads to find the best range that still produced results. Because we couldn't track website conversions, we reduced all bids on computers and tablets which forced mobile searches only. The ads were structured for a CTA for users that would call in, making it an easy user experience and gave us the ability to find an ROI.
- The latest adjustment has been days of the week. We originally set up their ad schedule to run on only open hours. After analyzing the data, we made the strategic decision to eliminate ads shows on two of the days they are open. This allowed for ads to show on days conversions are more likely to happen and allowed for us to allocate a higher daily budget when we believed conversions would happen.



Custom
1 - 30 Apr 2019

SEGMENT FILTER COLUMN

↓ Cost / all conv. ↑

US\$10.97