

IN BRIEF**INDUSTRY**

- Fitness Industry

CHALLENGES

- Poor tracking of users and goals.
- Weak Call To Action.
- No strategy.

SOLUTION

- Set up proper tracking with Google Tag Manager.
- Restructure account for better results.
- Build a better CTA and push ads directly to the CTA.

Google Ads reduced CPA by 96% in 60 days

Client went from producing sales at \$998/CPA to \$42 in 60 days. Customer has a lifetime value of \$700.

A fitness company was running Google Ads to generate a purchase of their fitness programs.

THE CHALLENGE

- Their current website was poor. It lacked lead generation functionality and a layout that would promote a better user experience.
- The website was missing a CTA. There was nothing for a user to do other than call or fill out a form, but nothing enticing an immediate sale.
- Tracking of conversions was in place, but not tracking appropriately or all the actions that should be tracked during an advertising campaign.
- Their Google Ads account lacked any structure or strategy. Campaigns were sporadic with no understand of how bidding strategies affected their performance.

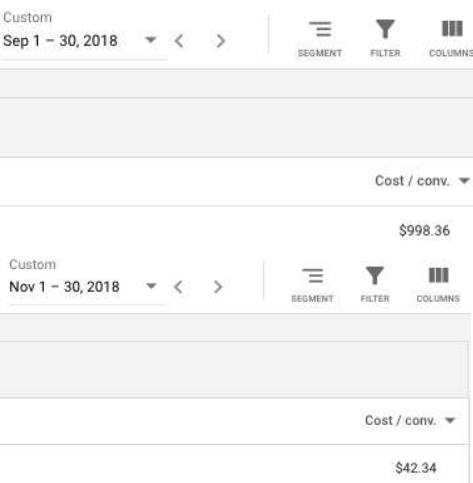
THE SOLUTION

The solution was to re-build the brand from the ground up to adequately drive new sales solely through Google Ads.

- First step was rebuilding their website and developing a CTA that promoted immediate sales. This helped produce a quick break even on ad spend while customer lifetime value on the backend generated ROI. During the build, we ensure all tracking is setup in Google Analytics which are then imported into Google Ads to ensure tracking is the same on all platforms.
- We then restructured the Google Ad account for SKAGs, single keyword ad groups. This allowed for us to have strategic ads and bidding, giving the user a more personal experience. Our next step was building ad variations. We tested 2 ads at time on a 7 day a/b test for the keywords producing the most volume, giving us data we could apply throughout the campaign.

RESULTS

Client now generates 3.5/sales a day from the website, generating roughly \$70 in front end sales. Their conversion rate is then one of the 3.5 sales turns to a customer with the lifetime value of \$700.



The screenshot shows two rows of data from a Google Ads report. The top row is for the period 'Sep 1 - 30, 2018' and shows a 'Cost / conv.' of '\$998.36'. The bottom row is for the period 'Nov 1 - 30, 2018' and shows a 'Cost / conv.' of '\$42.34'. The interface includes navigation arrows and icons for 'SEGMENT', 'FILTER', and 'COLUMNS'.

Period	Cost / conv.
Custom Sep 1 - 30, 2018	\$998.36
Custom Nov 1 - 30, 2018	\$42.34