



TITANIUM22

DIGITAL

CASE STUDY

GOOGLE ADS CAMPAIGN

STRATEGY:

Keywords changes on the Google ads. Website changes including tweaks to the colours, text, keywords, and continuity across social platforms for headers and profile pictures. Social Linktree added for easy access to all of the client's pages.

DURATION: 4 MONTH CAMPAIGN



STRATEGY BREAKDOWN:

We started with tweaking the text in the ads slightly to make them a bit more grabby. The punchier the better!

We looked through the client's search terms and removed some unnecessary ones and ones that were basically the same as each other.

Google is quite clever, so feeding it too many search terms can be counterintuitive. Some of the items were not really relevant either so the client was likely spending money on targeted people who weren't really looking for their industry niche - in this case, oven cleaning!

We added in some negative keywords (these are terms that we DO NOT want the ad to show up on - like domestic cleaning, etc).

We also removed some terms that were listed on there that may have actually lost them some customers - things like 'oven clean professional' were in the negative terms! This is a big no-no!

We also adjusted the ad run times - it previously ran from 9-10PM. In their case, this is when most people are likely to Google for that specific service. Again they could have been losing customers with the wrong setting in place! (It pays to bring in the experts!)

The also was not set to run on the weekend - AGAIN this is a major change, as many people will be thinking about cleaning/home improvements over the weekend so it was important that it was running then.

We also looked at the client's Facebook ads, and implemented a retargeting ad - a powerful marketing tool! Essentially we put a pixel on their website that would track when people visited it. We then used Facebook to target them with an ad (and a grabby picture!) and then hopefully convert them into a sale.



TITANIUM22 TIP:

The Facebook ads you run can also have a small discount code on it! Since it's exclusively for the people who have already visited your website - you would know they are warm leads!

FEB-MARCH (BEFORE CHANGES)

Campaign / Campaign ID	Acquisition					Behaviour			Conversions <small>Goal 1: Contact Us Page</small>		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	Contact Us Page (Goal 1 Conversion Rate)	Contact Us Page (Goal 1 Completions)	Contact Us Page (Goal 1 Value)	
	80 <small>% of Total: 100.00% (80)</small>	£255.96 <small>% of Total: 100.00% (£255.96)</small>	£3.20 <small>Avg for View: £3.20 (0.00%)</small>	64 <small>% of Total: 46.72% (137)</small>	76 <small>% of Total: 46.06% (165)</small>	69.74% <small>Avg for View: 59.39% (17.41%)</small>	1.45 <small>Avg for View: 1.85 (-21.96%)</small>	11.84% <small>Avg for View: 24.85% (-52.34%)</small>	9 <small>% of Total: 21.95% (41)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>	
1. Client A	80(100.00%)	£255.96(100.00%)	£3.20	64(100.00%)	76(100.00%)	69.74%	1.45	11.84%	9(100.00%)	£0.00 (0.00%)	



MARCH-APRIL (POST CHANGES)

Campaign / Campaign ID	Acquisition					Behaviour			Conversions <small>Goal 1: Contact Us Page</small>		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	Contact Us Page (Goal 1 Conversion Rate)	Contact Us Page (Goal 1 Completions)	Contact Us Page (Goal 1 Value)	
	105 <small>% of Total: 100.00% (105)</small>	£270.71 <small>% of Total: 100.00% (£270.71)</small>	£2.58 <small>Avg for View: £2.58 (0.00%)</small>	86 <small>% of Total: 48.31% (178)</small>	100 <small>% of Total: 48.08% (208)</small>	69.00% <small>Avg for View: 60.58% (13.90%)</small>	1.85 <small>Avg for View: 2.05 (-9.88%)</small>	18.00% <small>Avg for View: 24.04% (-25.12%)</small>	18 <small>% of Total: 36.00% (50)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>	
1. Client A	105(100.00%)	£270.71(100.00%)	£2.58	86(100.00%)	100(100.00%)	69.00%	1.85	18.00%	18(100.00%)	£0.00 (0.00%)	

APRIL-MAY (POST CHANGES)

Campaign / Campaign ID	Acquisition					Behaviour			Conversions <small>Goal 1: Contact Us Page</small>		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages/Session	Contact Us Page (Goal 1 Conversion Rate)	Contact Us Page (Goal 1 Completions)	Contact Us Page (Goal 1 Value)	
	119 <small>% of Total: 100.00% (119)</small>	£233.55 <small>% of Total: 100.00% (£233.55)</small>	£1.96 <small>Avg for View: £1.96 (0.00%)</small>	77 <small>% of Total: 59.23% (130)</small>	121 <small>% of Total: 67.22% (180)</small>	57.02% <small>Avg for View: 58.89% (-3.17%)</small>	2.08 <small>Avg for View: 1.96 (6.50%)</small>	19.83% <small>Avg for View: 21.67% (-8.46%)</small>	24 <small>% of Total: 61.54% (39)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>	
1. Client A	119(100.00%)	£233.55(100.00%)	£1.96	77(100.00%)	121(100.00%)	57.02%	2.08	19.83%	24(100.00%)	£0.00 (0.00%)	

RESULTS:



THE CLIENT PREVIOUSLY ONLY HAD 2 CONVERSIONS A WEEK, PRE-STRATEGY SESSION!

WITH OUR HELP, THE CLIENT GREW THAT NUMBER WITH INCREASED AD CLICKS EACH MONTH AND WAS GETTING NEARLY 3X THE NUMBER OF CONTACT FORM SUBMISSIONS!

CPC AT THE BEGINNING: £3.20

CPC AT THE END: £1.96

DECREASING THE AD SPEND FOR THE CLIENT!



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