



Google Ads for a Dubai Pet Store

How does an online-only pet store increase its website traffic by 700 percent and leads by 200 percent in 90 days?

The Client

The Client runs an online pet store in Dubai, offering pet food, essentials, and premium accessories. The company also provides pet sales, custom aquarium and pond services in the city.

To generate new leads and acquire customers, the Client depended on digital marketing strategies. However, the campaigns were not very effective and the Client struggled to make sales and develop its business.

The Client brought Startup-n-Marketing (SnM) on board to oversee digital marketing and put its product in front of a desired target audience. We were tasked to increase website traffic, leads, and help the Client grow its business via Google Ads.

We delivered, exceeding all expectations.

The Goal

The client wanted to optimize its Google ads campaign to improve paid traffic, increase leads, and generate new business opportunities. SnM was hired to get the job done. And that's what we did, in record time.



The Strategy

The SnM team carried out an audit of the Client's marketing campaigns to gain an overview of what was being done wrongly, and why performance was so bad. We also conducted comprehensive market research to better understand the business sector, identify the Client's target audience, and assess its direct competitors.

The market research also helped us single out the pain points of the Client's ideal customers, and we knew what type of ads would appeal to them and get their attention. Once this was done, we proceeded to set up a new marketing campaign from scratch. This involved:

- Creating attractive ad copies
- Implementing an effective bidding strategy
- Improving ads quality score
- Creating a negative search term list
- Tracking all form submissions and website actions
- Improving ad relevance

Afterward, we tracked the progress of the campaign, making changes and optimizing as needed. The results below show the effectiveness of the campaign and the results Startup-n-Marketing was able to deliver to the Client.

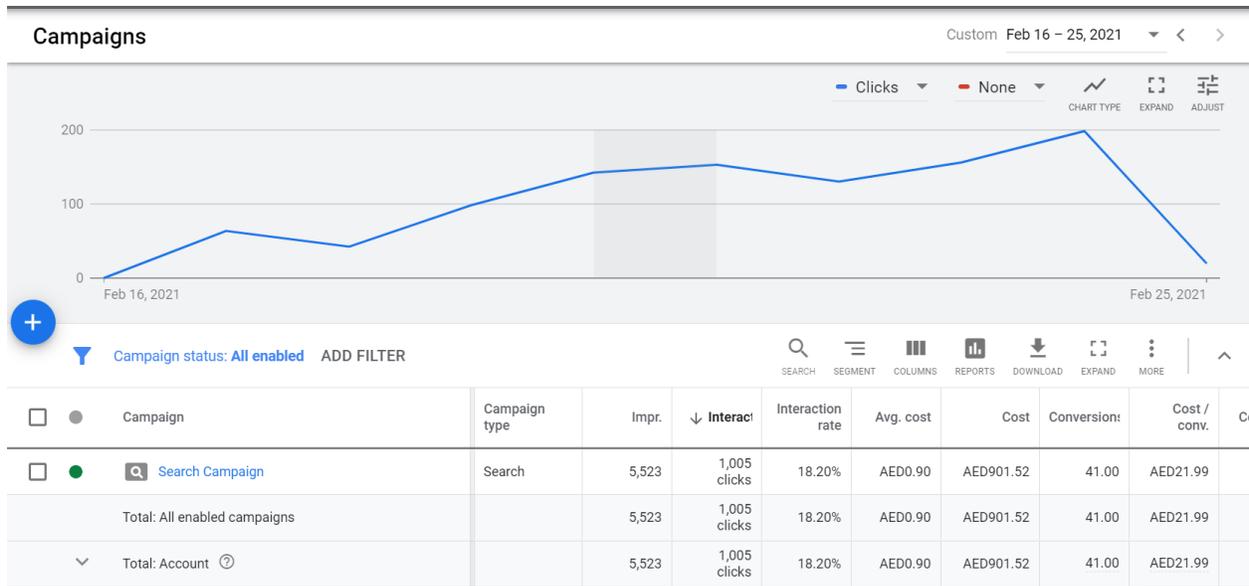


RESULTS

Boost in Traffic, Ads Ranking and Leads

Results from the Google ads campaign started coming in 2 weeks after the first advert was launched. Within 90 days, website traffic had increased by 8-fold and the client was able to generate 3-times more qualified leads.

The ad content we created was so effective that the campaign enjoyed an 18% interaction rate, i.e., nearly 1 in 5 prospects that saw the advert engaged with it. This reduced the average cost per lead (CPL) to \$0.25 and cost per converted lead to \$6.



Do you want to replicate these results for your business?



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