

How Strategic Targeting Skyrocketed Sales For An Online Insoles Store



STARTUP & MARKETING

The Client

Online Insoles Store based in USA.

PPC Management

Overview Client's Challenges



The Client was struggling with unqualified traffic due to poor audience targeting. They were seeking to enhance both the quality and volume of sales.

Goals Business Objectives



Our main goal was to fine tune the targeting strategy to increase the number of sales generated through Google Adsefforts.

Our Approach PPC Strategy



We implemented the following strategies to optimize our campaigns:

- The Performance Max Campaigns were revamped to improve segmentation based on our PPC blueprint.
- Narrow down the target audience to show ads only to users who were more likely to become clients.
- Added new high intent keywords and comprehensive negative keyword lists.
- Included relevant audiences based on website traffic data.

Outcome Results from PPC Strategy



Our team increased conversions by 1028% resulting in an increase of business and ad exposure, which ultimately let them to invest more in different Google Ads properties.

Data Comparison

Date	Impressions	Clicks	Conversions	Cost x Conv	CPC
May (2023)	9.64K	1.13K	140	USD45.02	USD2.12
September (2023)	1.69M	20K	1.44K	USD24.48	USD1.77

Impressions
1.69M

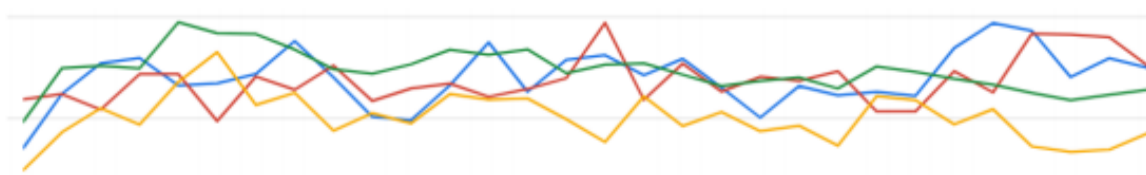
Conversions
1.44K

Avg. CPC
\$24.48

Cost / Conv.
\$1.77

Compared METRIC ANALYSIS

- Impressions grew by **+176%**
- Click augmented by **+1770%**
- Boosted conversions by **+1028%**
- Avg CPC decreased by **-17%**



Sep 1, 2023

Sep 30, 2023

Benefits of PPC Advertising For Your Business

- ✓ Fast measurable results
- ✓ You only pay for the click
- ✓ Increase the sales of high ticket items
- ✓ Boost your ROAS
- ✓ Increase brand awareness