



IMPRESSIONS

INCREASE

276%

CLICKS

INCREASE

347%

AVERAGE CPC

DECREASE

74%

CONVERSIONS

INCREASE

86%

## Electronic Accessories Retailer Increases Conversions 86% In 30 Days

### Client

Our client is a leader in retail and wholesale electronics, specializing in cases and accessories for mobile devices and cameras.

### Situation

Our client entered the world of Google Shopping without a game plan. They built a basic campaign through their Google Merchant Center dashboard. The company suffered from high click costs and an unsustainable Return on Investment (ROI). They knew they wouldn't be able to survive in Google Shopping without professional help.

### Approach

Our team outlined a data feed optimization program to work in conjunction with a targeted campaign, which included reformatting of their data feed, the creation of a custom campaign that targeted various subsets of their inventory, and proactive bid and budget management.

### Results

Within a month, we were able to bring their average Cost-per-Click (CPC) down from \$0.53 to \$0.14, while increasing clicks more than 300%. Click-through-rate (CTR) and conversion rate soared as well, transforming a temporary setback into a triumphant resurgence in Google Shopping.