



CLICKS
INCREASE 178%



VISITS
INCREASE 172%



AVERAGE CPC
DECREASE 3%



TRANSACTIONS
INCREASE 172%



REVENUE
INCREASE 201%



Sporting Goods Manufacturer Increases Revenue by 200% In 4 Months

Client

Our client is a leading manufacturer and seller of road, mountain, city, and kids' bicycles and biking gear.

Situation

The company came to us in need of Google Ads experts to support their in-house marketing efforts. They needed a new strategy to strengthen brand awareness and improve Return on Investment.

Approach

We devised and implemented a Google Shopping strategy that entailed the optimization of their product data feed to earn them higher visibility and greater brand recognition. We continuously evaluated the campaigns over time, maintaining management and ensuring proper growth.

Results

After only 4 months, the sporting goods company saw impressive increases in website traffic, transactions, revenue, and ROI from Google Shopping.