



CLICKS
INCREASE 6%

AVERAGE CPC
DECREASE 74%

CONVERSIONS
INCREASE 411%

REVENUE
INCREASE 342%

COST
DECREASE 88%

Supplements Brand Increases Conversions 400% In 3 Mos.

Client

Our client is a natural supplement and lifestyle brand that supplies vitamins online.

Situation

After several months of working with another paid search agency, our client realized they were spending too much for too little return. After experiencing great success in our management of their Shopping campaigns, we were excited for the opportunity to improve the performance of their search ads.

Approach

Our team devised a specialized strategy for supplement company's text ads that would maximize transactions and revenue while keeping costs low. In addition, we sought to create an optimal Return on Ad Spend (ROAS), and use their existing rank in Google Organic Search to their advantage.

Results

In just 3 months, we increased the conversion rate of the company's search ads by more than 400% and reduced their cost by more than 80%. Our overall results were dramatic when compared to the previous agency's work.