

<ppc.co/>

Online Furniture Store

SEM Case Study

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Campaign Summary.

About Us ↗

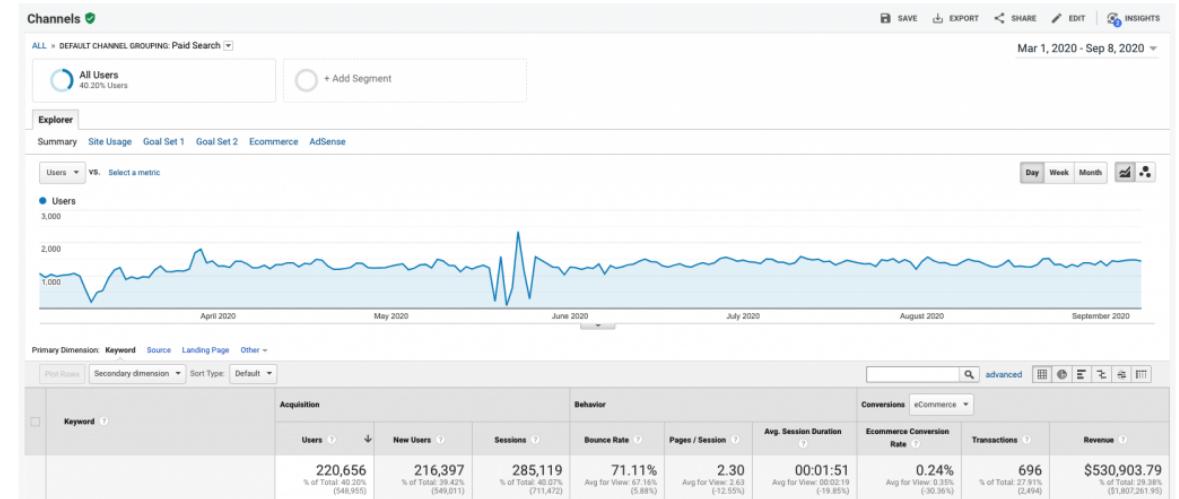
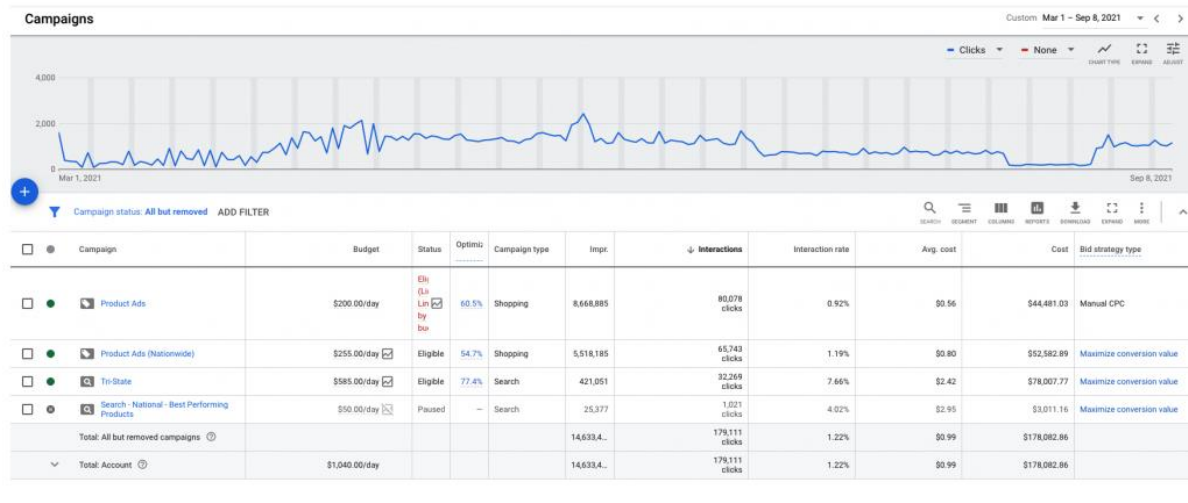
You can't improve what you fail to measure. The online furniture store's PPC campaigns were not being well-tracked, measured and significantly lacked accountability. Measurement and accountability helps create large gains when you seek to improve.

The budget was robust. A sufficient budget is required to achieve necessary scale. Small budgets often fail to ever fully optimize because they fail to achieve the statistically significant data required to adequately target based on campaign budget constraints. This was not the case here.

We drove traffic using a unique combination of Google Shopping, Product Listing Ads (PLAs) and text-based ads all with a focus on geo-local targeting for the company's brick and mortar shop.

Spend	\$139,988
Sales	\$768,750
Return on Ad Spend (ROAS)	5.5x
Revenue Increase	77.5%

Online Furniture Store Results



THANK-YOU

Get In Touch →

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