

Case Study for a Auto Dealer Industry



Challenge

The main challenge of the account was to Increase Conversions.

Client Problems Earlier

- No Consistency in Conversions
- Complaints Regarding Optimization

Reason For Low Performance Observed By Us

- Inadequate budget
- No Ad Extension
- Inappropriate campaign settings
- Too high bidding for keywords

Solution & Process

Followed By Us

We took over the campaigns, we started testing a few Ads with different Headline & Description. Changed selected keywords bid to first page bid. This helped us increase click through rates (CTR). Below are few more strategies we applied in the campaigns.

Steps taken -

1. Started Search Campaign with Display which gave us good results.
2. Added Remarketing campaign which gave us leads in low cost/conv.
3. Added keywords in all match types to optimise the bid accordingly.

Results

Within 3 months there were increase in conversions.

