

Case Study for a Liquor Delivery Industry



Challenge

The main challenge of the account was to increase Conversions and to lower down the Cost per conversion.

Client Problems Earlier

- Spending More With Almost No Conversions
- Complaints Regarding Optimization

Reason For Low Performance Observed By Us

- Inadequate budget
- No Proper Campaign Segmentation
- No Call Tracking

Solution & Process

Followed By Us

We created separate advertising campaign for different cities at different times of the day. As people order in different time of the day, we had to estimate the number of orders in morning, evenings and holidays to analyse the highest activity. For mobile devices we created separate campaign.

We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result into sales. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevance between search terms, keywords, ads and landing page.

Steps taken -

1. Adding Remarketing Banners
2. Adjusting Location level Bidding
3. Added 600+ Keywords as negatives
4. We looked at attribution modelling to set separate targets for high assisting keywords.

Results

A significant increase in delivery orders via Mobile & Tablet Devices – with activity boosted at peak times of the day.

Within 3 months conversions increased from 80 to 135.

Month ↓	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Aug 2018	↑ 135.00	↑ CA\$1.53	↑ 34.44%
Jul 2018	108.00	CA\$2.29	24.66%
Jun 2018	80.00	CA\$4.58	8.85%