

PPC CAMPAIGN FOR ECOMMERCE

— case study



Case Study: Wizspeed Helps Ecommerce Store Achieve Success with PPC Campaign

Background: An ecommerce store selling furniture and home decor products was struggling to attract new customers through organic search results. They approached Wizspeed, a digital marketing agency, for help in improving their online presence and increasing sales through paid advertising.

Strategy: Wizspeed developed a comprehensive PPC campaign strategy for the ecommerce store that included the following tactics:

1. **Keyword Research:** The agency conducted thorough keyword research to identify the most relevant and high-converting keywords related to the ecommerce store's products.
2. **Ad Campaign Creation:** Wizspeed created ad campaigns on Google Ads and Bing Ads platforms, with ad copy that was tailored to the identified keywords and target audience. The agency also created product-specific ad groups to increase relevance and click-through rates.

3. **Landing Page Optimization:** Wizspeed analyzed the ecommerce store's website and optimized the landing pages for the PPC campaigns. This included ensuring that the landing pages had clear calls-to-action, relevant content, and fast loading times.
4. **Conversion Tracking:** Wizspeed set up conversion tracking on the ecommerce store's website to monitor the success of the PPC campaigns and make adjustments as needed.

Results: Wizspeed's PPC campaign efforts for the ecommerce store yielded significant results, including:

1. **Increased Website Traffic:** The ecommerce store's website traffic increased by 70% after the PPC campaigns were launched.
2. **Improved Conversion Rate:** The ecommerce store's conversion rate increased by 25%, as a result of the optimized landing pages and relevant ad campaigns.
3. **Increased Sales:** The ecommerce store's sales increased by 40% in just three months, thanks in part to the successful PPC campaigns.
4. **Lowered Cost-per-Click (CPC):** The ecommerce store's CPC decreased by 20%, due to the improved relevance of the ad campaigns.

Conclusion: Wizspeed's comprehensive PPC campaign strategy helped this ecommerce store achieve significant success in increasing website traffic, improving conversion rates, and ultimately, increasing sales. The combination of thorough keyword research, relevant ad campaigns, optimized landing pages, and conversion tracking led to increased website traffic, improved conversion rates, increased sales, and lowered CPC.