

The marketing coordinator of a furniture buying group, made up of independent retailers, contacted us to help him with the groups' digital unit. They wanted to offer paid advertising to their members. However, they did not have the experience nor knowledge. After evaluating our service package, they decided to partner with us.

When we took over the account portfolio of our partner, we realized that their Google Ads accounts were not well structured. They had several keywords under one ad group, the branded terms were mixed up with broad keywords, and their Google Ads campaigns didn't have any audience segmentation. As a result, these campaigns were not driving relevant traffic to the retailers' websites.

HOW WE DID IT

When coming up with a digital marketing strategy, we considered that furniture consumers start their buyer journey online and visit the store for final purchase. With this in mind, we focused on an action plan to increase website traffic which included:

- ✔ Running local search campaigns during the top-performing hours
- ✔ Targeting long-tail keywords to maximize budget efficiency
- ✔ Using tightly themed ad groups
- ✔ Creating one campaign per product
- ✔ Installing conversion tracking
- ✔ Analyzing consumer behavior with Google Analytics

THE RESULTS

Advertiser 1

- ⬇️ **CPC** decreased by 42.16%
- ⬆️ **Conversions** increased by 382.07%

Advertiser 2

- ⬇️ **CPC** decreased by 26.59%
- ⬆️ **CTR** increased by 33.41%

Advertiser 3

- ⬆️ **CTR** increased by 51.03%
- ⬇️ **CPC** decreased by 19.74%