

The business owner of a commercial kitchen ventilation and refrigeration product manufacturer contacted us. As a business owner, he knew he could increase sales through paid advertising. However, online marketing was not his area of expertise. Therefore, he was looking for an agency that could help him generate online transactions while he focused on the operations of his business.

## HOW WE DID IT

To make our client's campaigns highly conversion-driven, we decided to put all of our efforts on increasing their call volume and website traffic and getting a high ROAS from transactions.

When the account was created, we started advertising for some products to get data. After, we were able to evaluate performance with accurate information and come up with an action plan to achieve each KPI. The strategy included the following:

- ✔ Segmenting the account based on product types
- ✔ Using search, display, shopping, and YouTube campaigns to increase brand awareness and generate online transactions
- ✔ Creating tightly themed ad groups to A/B test conversion volume, CPC, and CPA through different match types
- ✔ We realized that mobile was generating traffic, whereas desktop generated conversions. Therefore, we focused our strategies accordingly
- ✔ Managing and optimizing the client's shopping feed to generate quality traffic through the use of the right keywords
- ✔ Showing the ads during the top-performing hours
- ✔ Leveraging automated bidding to decrease CPA
- ✔ Installing Google Analytics as well as call and conversion tracking

## THE RESULTS

⬆ **ROAS** increased  
by 266.66%

⬆ **Conversions**  
increased by 187%

⬆ **Conversion Rate**  
increased by 44.06%