

Case Study by a PPC Manager (FPPCM Member)

The background of this case study revolves around a client who sought assistance in improving sales performance in their EU and non-English markets, with a particular emphasis on Germany. The client specializes in selling seasonal outdoor WiFi products, with the peak sales period typically occurring between April and June. However, historical data indicates that the client faces challenges during their weakest months, which span from Q4 to Q1.

Objective:

To improve sales performance in the EU and non-English markets, particularly in Germany, for a client who primarily sells seasonal outdoor WiFi products. The focus is on addressing the client's weakest months, which are from Q4 to Q1, by optimizing sales strategies, including PPC (Pay-Per-Click) and SEO (Search Engine Optimization).

Strategies/Actions Taken:

1. Optimization of Top Products:

Focused on optimizing the top 20% of best-selling products using both Pay-Per-Click (PPC) and Search Engine Optimization (SEO) techniques.

2. Conversion Rate Enhancement:

Introduced vouchers as an alternative to reducing the product price, aiming to stimulate Conversion Rate (CVR), Click-Through Rate (CTR), and sessions.

3. Gradual PPC Implementation:

Implemented a cautious and incremental PPC strategy to manage the account without exceeding a 20% ACOS (Advertising Cost of Sales) to alleviate client concerns.

4. Competitive Targeting:

Engaged in aggressive targeting of top competitors and focused on ranking for their primary keywords (kws) to capture a larger market share.

5. Market Trend Monitoring:

Conducted rigorous monitoring of market trends to adjust PPC campaigns dynamically based on real-time performance metrics, including reallocating budgets and adjusting bids as necessary.

Progress/Results:

- Sales Growth: Notable growth in overall sales has been observed since initiating the strategies in September.
- Record Sales: Despite being outside the product's peak season, November witnessed the highest monthly sales, setting new benchmarks both year-to-date and lifetime.
- Year-over-Year Performance: November's year-over-year data showcases a significant 109% increase in overall sales, accompanied by reductions in ACOS by 1.88% and TACOS (Total Advertising Cost of Sales) by 3.33%.

Conclusion

Implemented strategies focused on optimizing product listings, enhancing conversion rates, gradually implementing PPC campaigns, targeting competitors, and monitoring market trends to achieve substantial sales growth and improved performance metrics.

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