

CASE STUDY

GOOGLE ADWORDS MANAGEMENT

Prepared for
BON WORTH



Agreed Technologies Pvt. Ltd.

www.agreedtechnologies.com

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1. Campaign Overview: A Little Background

Campaign Name: Google Adwords Management

Website: <https://www.bonworth.com/>

BonWorth has been a nationally recognized retailer of quality women's fashion for over 40 years in the USA. It has more than 200 retail stores located in 33 states. BonWorth wanted to expand aggressively and were trying to increase its online presence through different mediums.

To do this, they started using Google Adwords (Search & Display campaigns)

Agreed Technologies was contracted to help with this assignment. They contracted 2 companies before hiring us in March 2015 and have received amazing results in the past 3 years.

Team Agreed who are premium **Google Partners** since the past 3 years, knew we needed to build a Google Ads strategy centered around the target audience of women aged 40+ that would help generate long-term exposure, position the brand as an authority in the industry, capture leads and convert them into paying customers.

2.The Challenge:

BonWorth had just started working on their online presence via paid marketing channels and were very strict about spending with a good ROI.

The key challenges primarily included:

- To grow the traffic on the website.
- To increase the Brand awareness using Display and Search marketing
- To maximize the daily number of visits on the website.
- To identify the best performing ads from the broad niche of ' women's clothing'.
- To optimize the Adwords Campaign with a huge list of categories
- Create converting Landing pages
- Optimize and identify keywords for women's clothing for different seasons throughout the year.
- Achieving the campaign KPI.

3.The Strategy

The strategy that was implemented for BonWorth's Campaign was meticulously implemented to achieve the anticipated results. The key strategies were as under:

- To start with taking advantages of 'easy wins' with intensive keywords research.
- To create creative Ad copies to help increase the CTR
- Create/edit landing pages that have better user retention rate and
- Create bidding strategies that can get us the maximum ROI
- Identify the most profitable keywords.
- Use remarketing techniques for more conversions

Apart from this we implemented additional Display campaigns to increase respective retail store visits on Special Sale days.

We have witnessed an increase of over **500% in conversions via Google Ads.**

4.Campaign Kick-Off

The campaign commenced on the 1st of April 2015 with a budget of \$100/day.

We started with 2 different campaign

1. **Search Campaign** - Over 80% of the budget was used here. The campaign was curated into many different ad groups based on different factors -

Branded Keywords

Different sizes - Misses & Petite

Type - Dresses, separates, pants, sweaters, Cardigans

Accessories

Seasonal

The CPC for the campaign varied from \$.0.2 - \$3 and we had to adjust the bid values based on that. We started with over 150 keywords spread across different ad groups and did split testing for different ad copies and different landing pages. Within 60 days from the start of the campaign we were able to get a very high **CPA - cost-per-acquisition** which improved over the time.

2. **Display Campaign** - The sole purpose for the display campaign was to increase brand awareness and promote promotions going on in the retail stores. We analyzed the target demographics for the campaign and witnessed great engagement with our Ads.

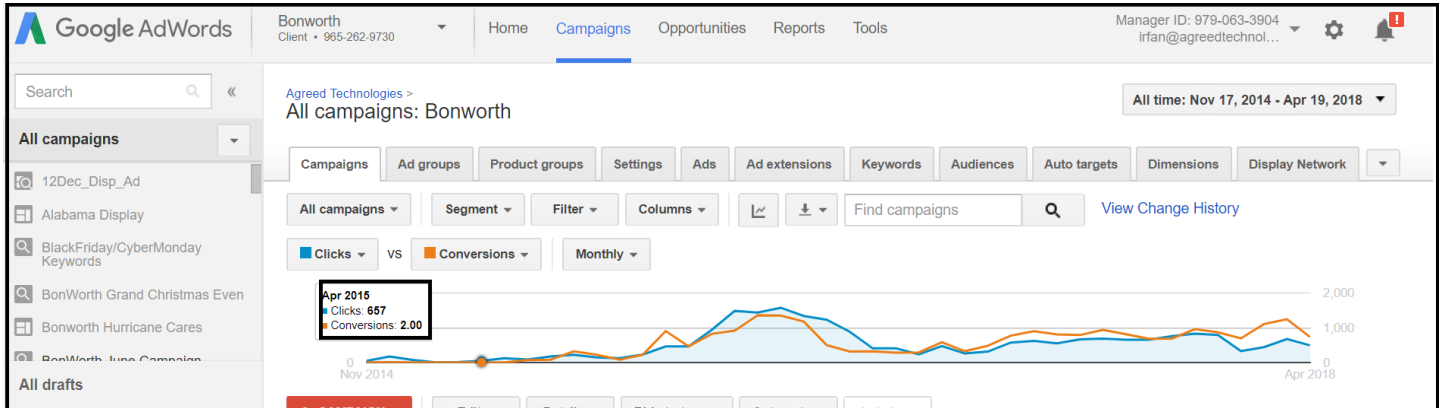
Results:

The results from the Ads campaign showed huge improvements over the time.

Below are excerpts from the Google Adwords Dashboard –

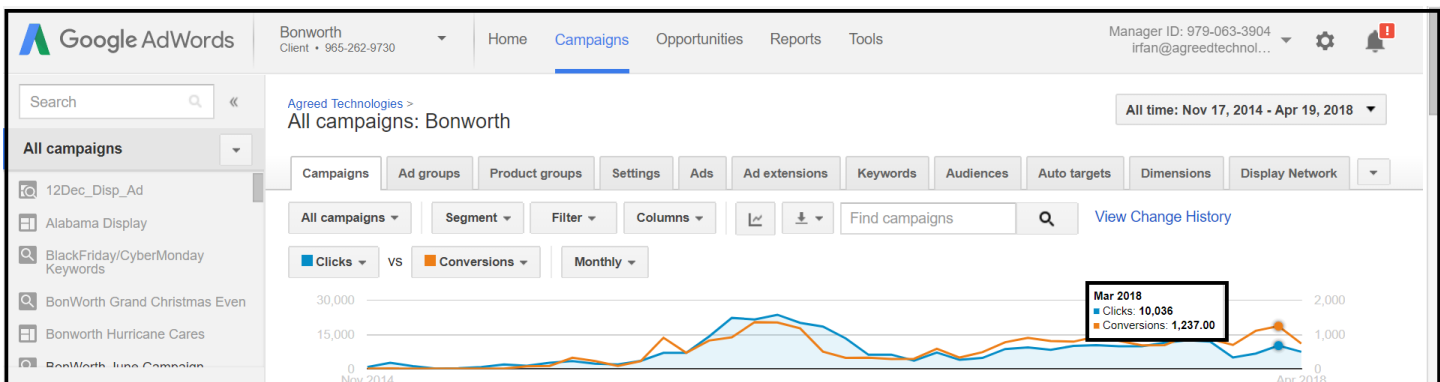
Apr'15 – The first month of the campaign

- No. Of clicks – 687
- Conversions – 2
- Spent - \$1,918



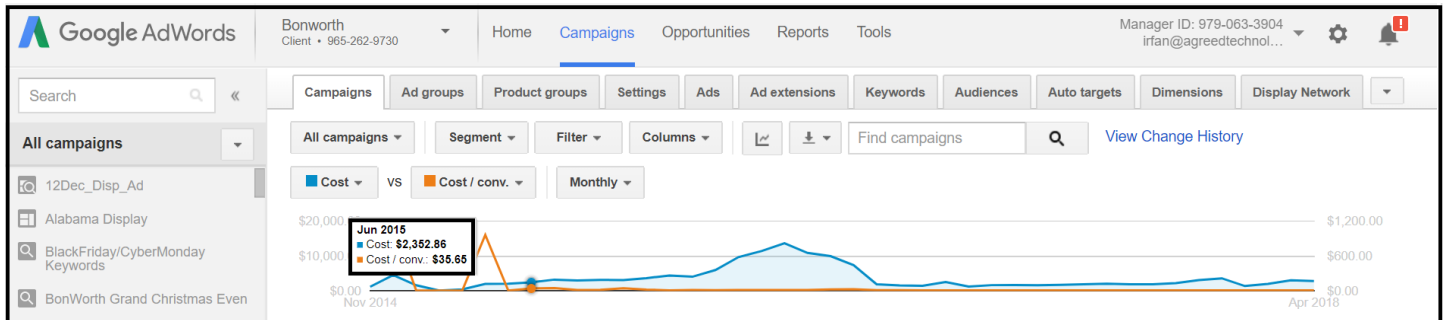
Mar'18 -

- No. Of clicks – 10,036
- Conversions – 1,237
- Spent - \$2,948



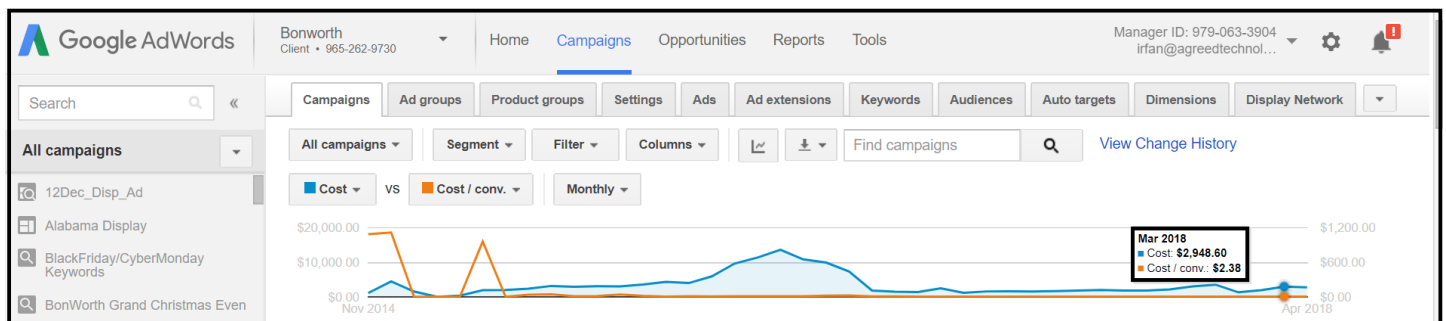
Jun'15 – Beginning of Campaign -

- Spend - \$2,352
- Cost per conversion - \$35.65
- Avg. CTR – 0.40%



Mar'18 – Spend - \$2,948

- Cost per conversion - \$2.38
- Average CTR – 3.21%



The campaign witnessed improvement in all the important factors – Cost-per-click, cost-per-acquisition and click through rate. The Adwords campaign also resulted in a huge increase in returning traffic over the past few years and the revenue of BonWorth through its online channels improved significantly.

- More than **200% Increase** in number of total monthly visits
- More than **500% increase** in monthly conversions
- Return on Ad Spent increased **700%**
- Cost per conversion **decreased by 90%**

Conversion rate and CTR improved significantly

Company Profile

Agreed Technologies has grown its reputation from an SEO company to a full-service digital marketing agency. Our core capabilities are SEO services, Search engine marketing, Social media management & marketing, Web design and Mobile app development. We proudly but exclusively cater our services in the United States of America (USA) and Canada.

Our operations assure the best of online marketing consultations for your business. We have a sound marketing strategy for various niches including Law firms, Photography, Real estate, Jewelry, E-commerce, Dentists and Personal trainers. Our techniques have been derived through constant learning and historical marketing data. Achieving small milestones in the year 2017 have given us a bigger goal for 2018 i.e. to be the #1 SEO Company. Our passion for this field has grown with positive reviews from our clients. We welcome any business looking to hire a team of young internet marketing experts to make their venture more profitable.

Reviews

Agreed Technologies

3rd Floor, 2/8 Vivek Khand, Gomti nagar, Lucknow, Uttar Pradesh

 Write a review

4.8 ★★★★★ 31 reviews 

Sort by: Most relevant ▾

Sheeraz is an excellent Manager and has a team capable of handling serious projects. He will work with his team of engineers and will ensure all requirements are ... [More](#)

 4



Puneet Agrawal

Local Guide · 12 reviews

★★★★★ 2 years ago - 

These guys know their work! I have worked closely with them for the past 2 years, and still work with them. They have done great work for me on all aspects of online business -- social media management, SEO, website development, etc. They deliver good work, and most importantly they actually care about their clients. I strongly refer them to anyone seeking help on their online venture.

 5



TraxNYC Diamond Jewelry

3 reviews · 22 photos

★★★★★ 2 years ago

One of few companies actually delivering on their promises. Make no hesitation in engaging in business with this firm.

 8

Response from the owner a year ago

Thank you so much! It's a pleasure working for you.



Babar R

Local Guide · 90 reviews · 2,991 photos

★★★★★ a year ago - 

Been with them for last 7 months, very happy with the results they produced. Under promising and over delivering. I am so happy I will let them handle my other business too. Highly recommended

 2

Video Reviews

- ❖ https://www.youtube.com/watch?v=6xJDieP_tGo
- ❖ <https://www.youtube.com/watch?v=lrMxYXw5T0Y>
- ❖ <https://www.youtube.com/watch?v=oh-GDpampN4>
- ❖ <https://www.youtube.com/watch?v=Qh60C1jiNGA>