

PPC Case Studies

RICH HEANEY

HEAD OF PAID SEARCH



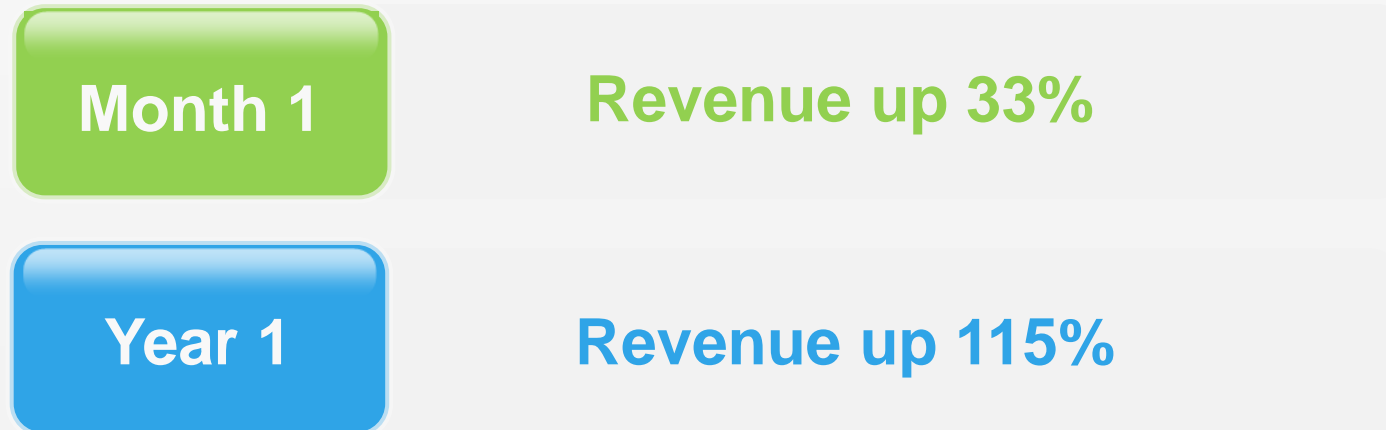
Online Electrical Wholesaler

The average monthly revenue before I took over the running of this campaign was £10,165.70.

After analysing the performance and conversion data, I then re-optimised the whole campaign.

The revenue for the second full month after taking over management increased to £13,500 with the same spend.

After working on this account for over a year, the average monthly revenue rose to around the £22k mark with a slight budget increase.



Car Insurance Broker

Here we were able to use our experience and my account management skills to improve the gains from PPC in this very competitive market.

Within 6 months we had reduced the cost per sale down from £130 to £80.

After 12 months the team had increased the total sales from 275 to 462.

Sales

Increased by 68%

**Cost Per
Sale**

Down by 38%

Online Outdoor Wear Retailer

This campaign was running with an average of 62 conversions per week at a cost per conversion of £20.33.

I took over the campaign and re-optimised it to focus on conversions – directing the budget to the most profitable areas.

Subsequently the campaign improved to an average of 94 conversions per week at a cost per conversion of £11.74.



Travel Guide Web Site

Strong results were achieved here after just 2 months of managing the account and using the data to optimise conversions. In this case the conversions were leads – enquiries about holiday offers.

The team and I were able to increase the total number of weekly conversions by 45% and increase the average conversion rate by 30%.

