

Jump Starting a PPC Campaign — Then Building on Success

PREMIUM GOURMET CARAMEL APPLES AND CONFECTIONS



Straight North took over an underperforming PPC campaign, made a series of changes, and produced fast and significant improvement.

CAMPAIGN HIGHLIGHTS

The client's existing campaign was large in scope and required constant attention and adjustment, with sales running constant promotions. Most significant changes:

- ▶ Eliminating broad match irrelevant traffic.
- ▶ Using PPC management platform (Skai) to improve tactical adjustments.
- ▶ Close client communication to brainstorm and prepare for sales promotions.

INITIAL RESULTS

- ▶ By the end of Year 2, lead quality was way up, and average monthly traffic was consistently in the range of 2,500/month.

SIX YEARS OF STEADY IMPROVEMENT!

The strategy utilizes a combination of automation and manual intervention to ensure consistent growth within the approved ROAS range

- ▶ Identified ideal campaign bid strategies through testing
- ▶ Developed bid strategy that utilizes both Google and Skai, playing to strengths

INITIAL RESULTS

- ▶ Revenue up **46%** in first 9 months — a six-figure increase!

ONGOING

- ▶ Six Years of Steady Improvement!
- ▶ Revenue has grown every year, exceeding ROAS goals.

If Paid Advertising isn't working, the problem could be in the execution. Mrs Prindables found that was the case when Straight North made the necessary adjustments.

