

Client Background

A brand selling gift items in the UK was struggling to achieve profits as they were offering low-priced products. With 1,200 products in their catalog, we focused on promoting higher-priced products, improving their rankings, and increasing sales by 546.74% compared to the same month last year. Additionally, we successfully increased profit margins by 25% through strategic pricing and product bundling.

Challenges

High CPC (Cost Per Click):

The cost per click for advertising was high, making it expensive to attract potential customers. This reduced the overall return on ad spend (ROAS), especially for a brand selling low-priced products.

Low-Priced Products:

Selling low-priced products means smaller profit margins, making it difficult to cover the costs of advertising, shipping, and other operational expenses.

High Click-to-Order Ratio:

A high click-to-order ratio indicates that many people are clicking on ads but not converting into sales, possibly due to poor product page optimization or mismatch in targeting.

Poor Images:

Low-quality product images were failing to attract customers, which affected both CTR (click-through rate) and conversions.

Poor CTR (Click-Through Rate):

A low CTR meant that customers were not clicking on the ads, likely due to unappealing product listings or irrelevant ad targeting.

High Competition:

The brand was in a highly competitive niche, making it harder to rank for popular keywords and stand out from competitors.

Solutions

High CPC (Cost Per Click):

Optimized PPC campaigns with targeted keywords and strategic bidding to lower costs.

Low-Priced Products:

Focused on promoting higher-priced items and bundled products to increase profitability.

High Click-to-Order Ratio:

Improved product listings and aligned ad copy to boost conversions.

Poor Images:

Upgraded product images with high-resolution photos and lifestyle visuals.

Poor CTR (Click-Through Rate):

Enhanced ad copy and tested various formats to improve relevance and clicks.

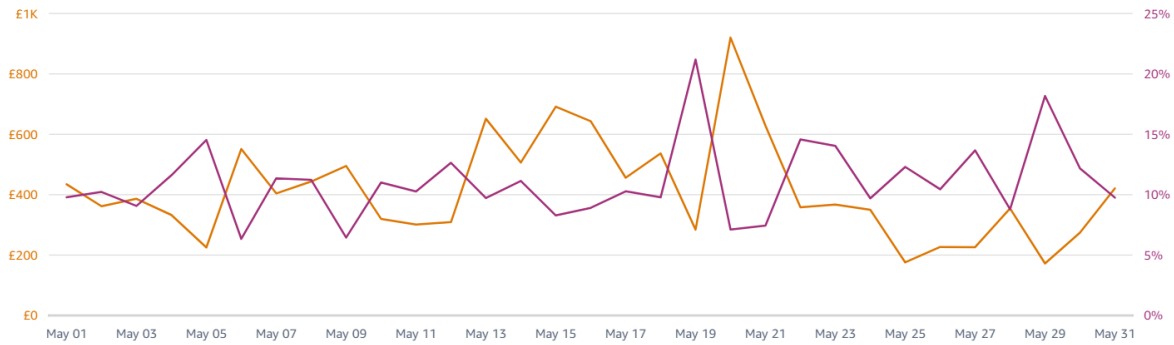
High Competition:

Focused on long-tail keywords and differentiated the brand through enhanced content and competitor analysis.

Successful Strategic Advertisements

To reduce high CPC, I focused on finding affordable, high-converting keywords and used negative keywords to filter out irrelevant clicks. I shifted attention to higher-margin products and bundled offers to boost average order value. Improving the high click-to-order ratio involved enhancing product listings with clearer descriptions and professional images. I optimized campaigns for better relevance and ran A/B tests to optimize headlines and images, increasing CTR. I also experimented with different ad formats to find the best performers. For high competition, I concentrated on long-tail keywords and created A+ content and Amazon Stores to strengthen the brand. Through these efforts, I achieved a remarkable 546% increase in sales compared to the previous year.

Spend <input type="checkbox"/>	Sales <input type="checkbox"/>	ACOS <input type="checkbox"/>	Impressions <input type="checkbox"/>
£1,311.05	£12,811.03	10.23%	1,189,480



[Create campaign](#)

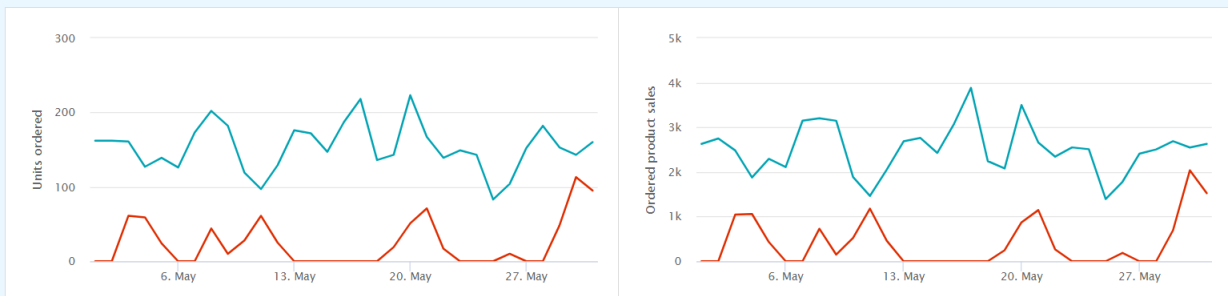
Filter by Bulk actions
Columns
Date range: 1 May - 31 May 2024
Export

Sales Snapshot Taken at 03/06/2024, 10:44:46 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
4,375	4,756	£77,688.26	1.09	£17.76

Compare sales

[Graph view](#) [Table view](#)



Compare What's this	<input checked="" type="checkbox"/> Selected date range	<input checked="" type="checkbox"/> Same date range one year ago
	4,756 Units £77,688.26	736 Units £12,543.82



