

# 67% Increase in Paid Search Revenue

## THE TASK

With the merger of Kitchen Warehouse and Kitchenware Direct, there was a need for a full integration of the two AdWords accounts and support of the joint SEO efforts through paid search advertising.

NZDMI was chosen to work with the KWH team during this integration and to create a robust AdWords campaign structure, focused on detail, relevancy, user journey and long-term business goals. In the first months we were challenged with ensuring the traffic levels remain strong, while the long-term objective was to achieve a CPA under AU\$18 with Cost of Services to be under 15%.

## THE PROCESS

Having access to two separate sets of data from each brand's AdWords account, our initial work focused in in-depth keyword- and ad copy-level analysis. The brand previously used a data SAAS+ PPC management tool that had worked successfully for a time but with unchecked automation, the performance was dropping. We wanted to create a mix of automation and hands-on management. From our experience in ecommerce campaign management, we knew the importance of high relevancy between the 3 key elements: **KEYWORD → AD COPY → LANDING PAGE**. With over 10,000 products available on the site we also had to balance the search volumes, expected CPCs, revenue margins and ROI estimates, to ensure that the new account structure will use the available budget in the most effective and efficient way.

From the launch date, our optimization efforts were very granular, as we worked from the keyword level up. In the first month paid activity achieved a CPA of \$27.21, giving us the benchmark we needed to base our strategy on. From here our approach was detail-driven

During those months we also introduced a number of solutions into the account, including Shopping Campaigns, Local Inventory Ads, Visual Links, Structured Snippets, Promotion Extensions, Location Extensions, Store Visits and many others. Thanks to the clients drive to test and trial new opportunities, we had the flexibility of taking advantage of any new AdWords products and releases available in Australia and deciding on their use based on the actual results.

## THE RESULTS

After the first 10 months of managing KWH paid search activity, the results have surpassed all client's expectations.

By end of April 2017 the CPA stood at AU\$11.61, with over 38% reduction in the average click cost. Revenue and conversion rate increased significantly, while CPC was reduced by over 38%. Cost of services stands at just 10%.

To further improve the transparency of the results we introduced DataStudio reporting in March 2017 and integrated it with other channels and campaigns.

From June 2016 to April 2017:

**CPC DOWN BY 38%**

**ECOMMERCE  
CONVERSION RATE  
UP BY 48%**

**PAID SEARCH  
REVENUE UP BY 67%**

**ASSISTED  
CONVERSION VALUE  
UP BY 40%**

