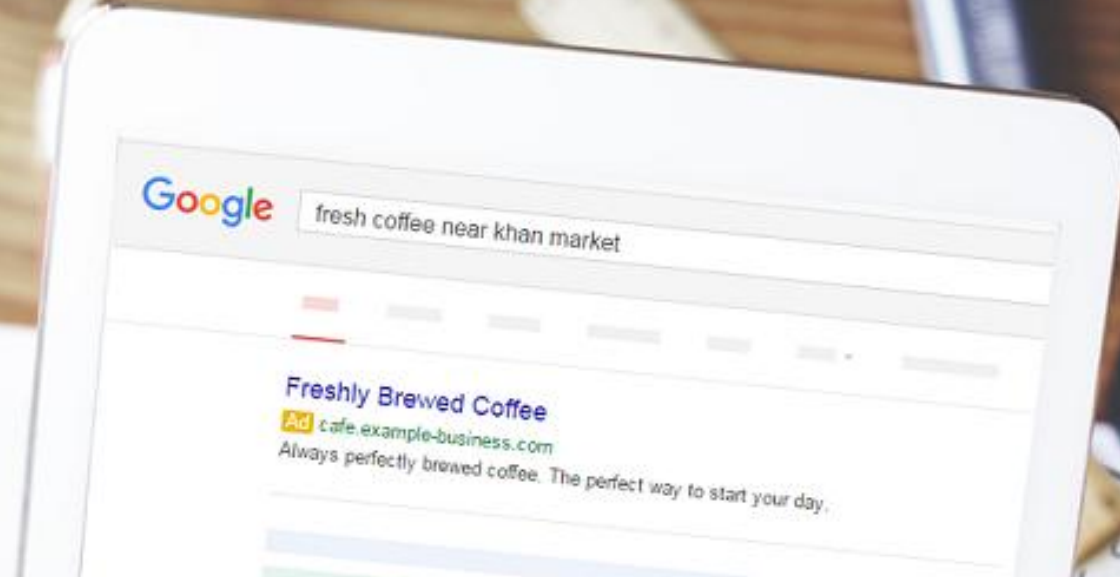




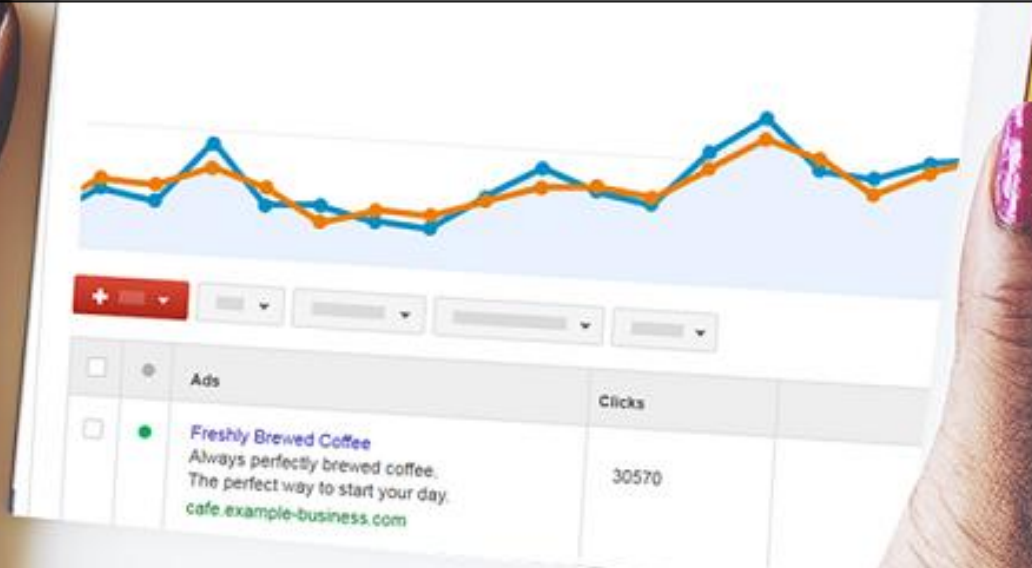
- 1. Visualize
- 2. Analyze
- 3. Realize
- 4. Materialize
- 5. Stabilize



GOOGLE ADWORDS CASE-STUDY #01

Business: Manufacturing

Timeline: 3 months



A Manufacturing company using AdWords campaigns to improve their brand awareness and visibility on search

THE GOALS

- Cost-effectively reach targeted audience and get more enquiries about the products
- Improve value of search campaigns
- Re-engage visitors after they leave the website

THE APPROACH

- Tailored ads to these specific groups based on user actions
- Ran ads on relevant pages across the web, tested various creatives, landing pages to optimize CTR, conversion rate (book or call for Appointments)
- Created remarketing lists based on different actions web users took online
- Extension of the ad extensions to include links to subpages and the phone number.
- Keyword analysis – additional clarification of phrases, changing match types, expanding the list of exclusions.

THE RESULTS

- Website traffic increased by 100%
- Increase in users asking about the products and its applications, nearest dealer information to purchase the product



pulley system for drying clothes

All Images Videos News More Search tools

About 53,100 results (0.51 seconds)

Shop for pulley system for drying c... on Google

Sponsored



EasyDry CEILING ...
Rs. 3,400.00
Amazon India

1. Easy To Use Pulley Operated Clothes Drying System

www.easydrysystems.com/category.php?cat=pulley-system

Quick and easy way to dry your clothes with Easy Dry's pulley operated systems. Available in various size with good weight bearing capacity. Book your stand ...

2. Easy Dry Clothes Drying Stand: Simple, Efficient, Effective

www.easydrysystems.com/

No huss and fuss, clothes drying stands that everyone can use. ... Our Pulley operated system takes the toil out of drying clothes every day. Rs. 3800 - Rs. 4300.

clothes stand

Web Images Videos News More Search tools

About 17,60,00,000 results (0.25 seconds)

Buy Clothes Drying Stand - [redacted].ms.com

From India's Leading Brand Easy Dry Systems
Floor Stand - Wall Stand - Pulley System

Buy Clothes Drying Stand - StarCj.com

Shop Power Laundry Hanger @ Best Price & Save Upto 48% . Know More!
Food Processor - Kitchen Appliances - Wedding Accessories - Laundry Hangers

cloth drying stand

Web Images Videos News Maps More Search tools

About 30,50,000 results (0.21 seconds)

Cloth Drying Stand - Huge Selection. Best Prices

Free Shipping. Cash on Delivery.
Amazon India has 6,465 followers on Google+
Kitchen & Dining - Indoor Lighting - Home Furnishing - Small Appliances

Buy Clothes Drying Stand - [redacted].s.com

From India's Leading Brand Easy Dry Systems
Wall Stand - Floor Stand - Pulley System

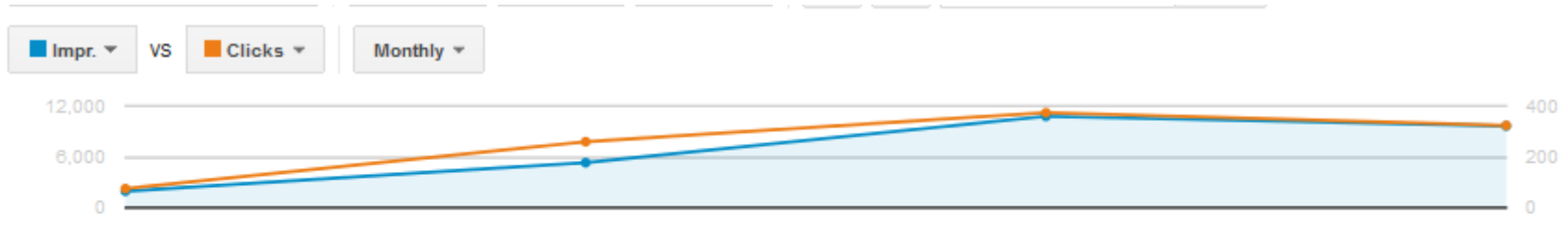
Buy Clothes Drying Stand - StarCj.com

Shop Power Laundry Hanger @ Best Price & Save Upto 48% . Know More!
Food Processor - Kitchen Appliances - Wedding Accessories - Laundry Hangers



Adwords statistics

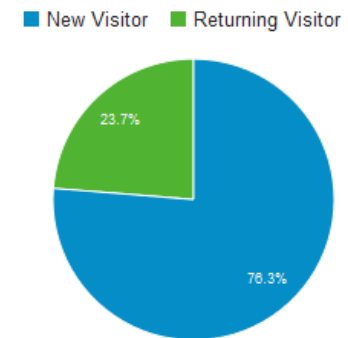
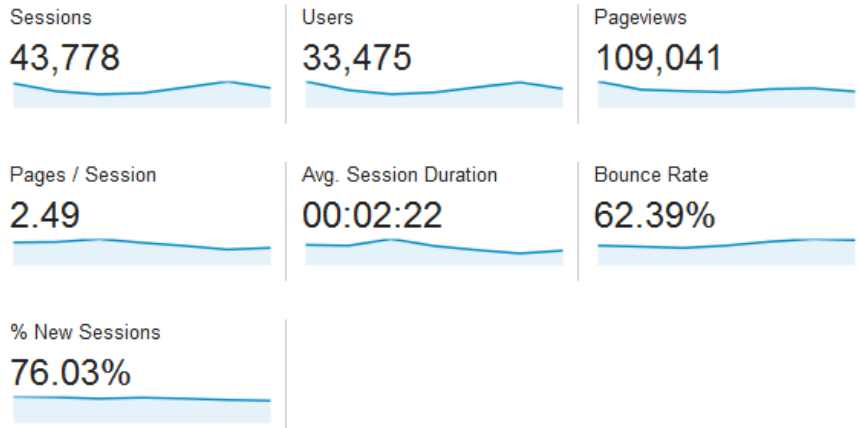
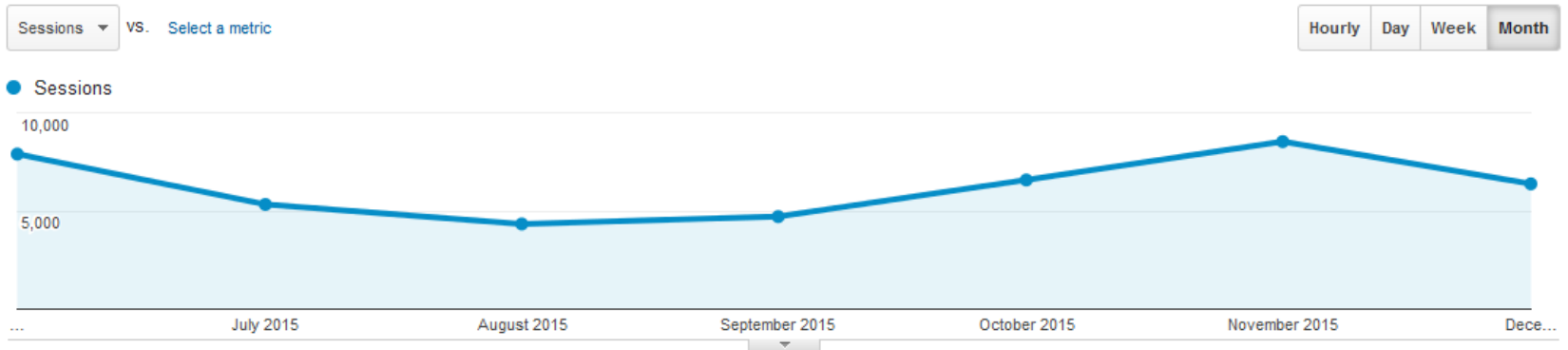
Website Current Statistics as on 25th Dec 2015



+ AD Edit Automate More actions... Labels											
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status <small>?</small>	Campaign type <small>?</small>	Campaign subtype	Clicks <small>?</small>	Impr. <small>?</small>	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>	Avg. Pos. <small>?</small>
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Clothes Drying Stand From India's Leading Brand Easy Dry Systems www.easystems.com (mobile)	Approved	Search Network only	All features	5,975	23,443	0.59%	Rs. 7.94		1.2
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Clothes Drying Stand Contact Easy Dry Systems at +91 8888 505 404 www.easystems.com (mobile)	Approved	Search Network only	All features	78	2,043	3.82%	Rs. 6.03		1.3



Analytics statistics (as on 25th Dec 2015)



A Manufacturing company using AdWords campaigns to improve their brand awareness and visibility on search

FUTURE GOALS

- Increase brand awareness and reach traffic of 25,000 users per month.
- Decrease costs per conversions by 25%
- Re-engage visitors after they leave the website
- Improve company's retailers presence on Adwords



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