

www.gjwtitmuss.co.uk

Executive Summary

G.J.W. Titmuss is one of the UK's leading pet supplies companies offering a wide range of pet food and pet accessories, operating in the highly competitive UK market currently worth more than £4.2bn. The company was established over 100 years ago and operates from a retail base in Hertfordshire along with the company's website.

G.J.W. Titmuss instructed us to begin a PPC campaign in November 2010 with the aim of delivering online sales within agreed cost per acquisition (CPA) targets. From a starting point of over three times the target level, through ongoing optimisation the campaign posted a cost per conversion low of under half the CPA target – an 86% reduction in cost per acquisition. The return on investment following this period of optimisation was over 900%.

Background

The client had previously tested multiple display and search campaigns but had not achieved the desired cost per conversion target. G.J.W. Titmuss was looking for effective PPC cost optimisation strategies and ROI improvement techniques.



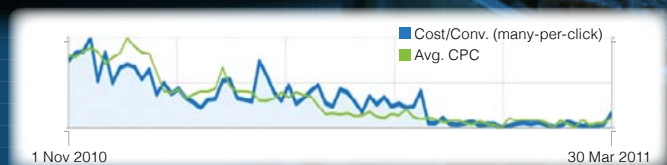
Client Brief and Objectives

- 🔗 To identify all unproductive portions of search and display targeted campaigns.
- 🔗 To extend the value of top performing PPC campaigns and find new sources of cost-effective sales.
- 🔗 To meet an agreed CPA (cost per acquisition) target.
- 🔗 To measure, optimise and expand campaigns to recognise new sales opportunities.

Strategy Implementation

- 🔗 We carried out a detailed keyword analysis and competitor research and reviewed the online strategies used by companies active within the pet supplies industry.
- 🔗 The client's original campaigns received advanced campaign, keyword and ad level optimisation and daily ROI management. We focused on extending the client's ad reach by implementing a cost-effective long tail keyword strategy.
- 🔗 We provided recommendations on how to enable ecommerce tracking and precisely measure revenue generated through paid ads.
- 🔗 The campaigns benefited from sophisticated bidding tactics, which were very successful in driving radical improvements in CPA (cost per acquisition) and ROI.

Cost Per Conversion and Average CPC Graph:



- 🔗 From a starting point of over three times the cost per acquisition target, through ongoing optimisation the campaign posted a cost per sale low of under half the CPA target – an 86% reduction.
- 🔗 Average cost per click was reduced by over 47%, giving the client more exposure and higher volumes of qualified traffic.
- 🔗 Return on investment from online sales following this period of optimisation was over 900%.

In addition to ongoing optimisation and performance management, we utilised the latest features in AdWords, such as Ad Extensions and AdWords Automate to maximise the campaign's ROI. We were in full control over the performance and conversion results especially during unproductive parts of the week. Our automated bid optimisation strategy helped the campaigns spend more strategically at different times of the week.

Conclusion

G.J.W. Titmuss received a comprehensive CPA (cost per acquisition) optimisation and management program, which successfully met their online advertising needs. The client is looking to invest more and grow the number of search campaigns and further increase their PPC presence. Their online success comes from delivering measurable ROI, precise targeting and responsive performance tracking.

“Blueclaw have been optimising our AdWords campaign for nearly 6 months now and during that time they have worked diligently in order to reduce our monthly adwords spend and CPA. The results clearly speak for themselves: 47% reduction in CPC, 86% reduction in Cost per Acquisition. Overall we are extremely pleased with the results and we would not hesitate to recommend them!”

Jack Titmuss
G.J.W. Titmuss

