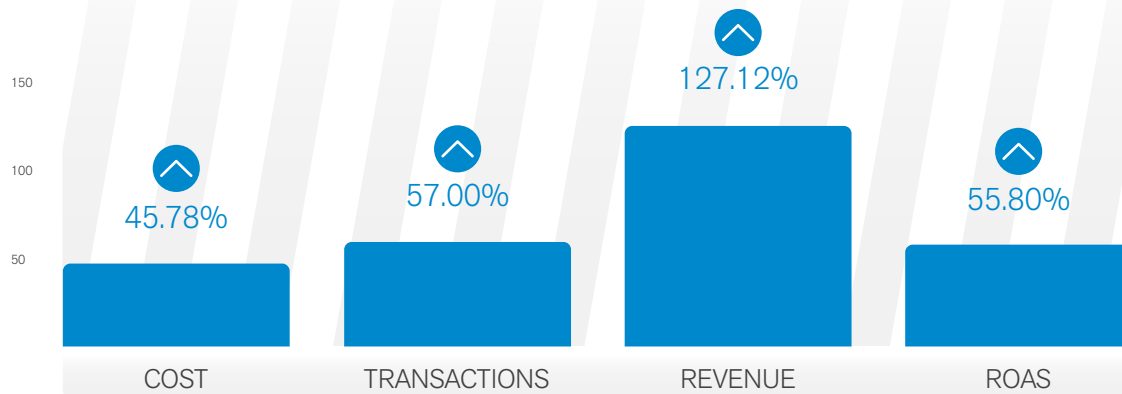


# How We Increased Macfixit.com.au's Adwords Revenue By 127%



## CASE STUDY



Macfixit.com.au is an online retailer with Australia's largest range of Apple products and accessories.

## The Challenge

Robert Staszewski of Macfixit.com.au contacted us in February 2016, with the following concerns:

- ⚠️ Despite working with a well-known, specialist PPC agency, they were **struggling to break-even from their campaigns**.
- ⚠️ Their agency appeared to be **managing their account passively** and was making **only minor optimisations of their existing campaigns**, rather than proactively expanding their account to substantially increase revenue.
- ⚠️ They were concerned about their reliance on organic search traffic, which is susceptible to sudden loss from future Google algorithm updates.
- ⚠️ They **didn't have the expertise or capacity internally** to effectively manage their own Adwords campaigns.

## The Results

We took over management in March, and within a few weeks we started to see a small improvement in results. By June, both revenue and return on ad spend had increased substantially, and continued to improve from then on.

In the second half of 2016, **Macfixit's revenue was 127% higher** than the same period in 2015 under their previous agency's management, and **return on ad spend was 55% higher**.

## Google Shopping Overhaul

- When we started working with Macfixit, their Shopping campaigns were poorly organised and targeted far too many products within a small number of product targets. As a result, they were overbidding on a number of products that were not profitable, and were therefore wasting money each month. At the same time, they were underbidding on numerous products that were very profitable, and were therefore losing impressions and sales to competitors.
- We analysed the performance of their Shopping campaigns at an individual product level, and then set up new campaigns with individual product targets. This gave us the flexibility to set bids in line with the profitability of each product. In addition, we split campaigns for the highest volume brands in two, with one campaign capturing branded search queries, and the other capturing general search queries, which gave us more bidding flexibility.

## Search Campaign Expansion

- The client's previous agency was using only one Search campaign, advertising two product categories (of the dozens that Macfixit stock). After researching Macfixit's product range, keyword search volumes and competitive landscape, we identified a number of product categories and brands that were particularly likely to perform well on Adwords, and started setting up new campaigns for them.
- Like a lot of online retailers, Macfixit's Adwords account was far too reliant on Dynamic Search Ads. While these can be an effective way to quickly and easily advertise on a large number of products, they almost always perform substantially worse than well set up and managed (keyword-targeted) Search campaigns.

*"Since hiring Ascendancy our revenue from Adwords has more than doubled and our return on ad spend has increased by more than 50%."*

## How We Did It

### Setup of Dynamic Remarketing

- Once we started to see substantially better results from our Search and Shopping campaigns, we decided to test Dynamic Remarketing, which Macfixit's previous agency hadn't used. Dynamic Remarketing uses a retailer's data feed (the same one that is used for Google Shopping) to create product-specific ads based on the products that the user has viewed or added to the shopping cart on the website. Because of this, Dynamic Remarketing tends to perform much better for online retailers like Macfixit that have a large product range.
- Results during the first two months were disappointing. We created new remarketing audiences that were segmented by the value of the products that the user had viewed, and restructured our Remarketing campaign to target these audiences, with much higher bids for users who had viewed highly-priced products where the value of an eventual sale would be much higher.
- After this change, our return on ad spend from this campaign increased substantially, and Dynamic Remarketing has been very effective in increasing sales and revenue for Macfixit.



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