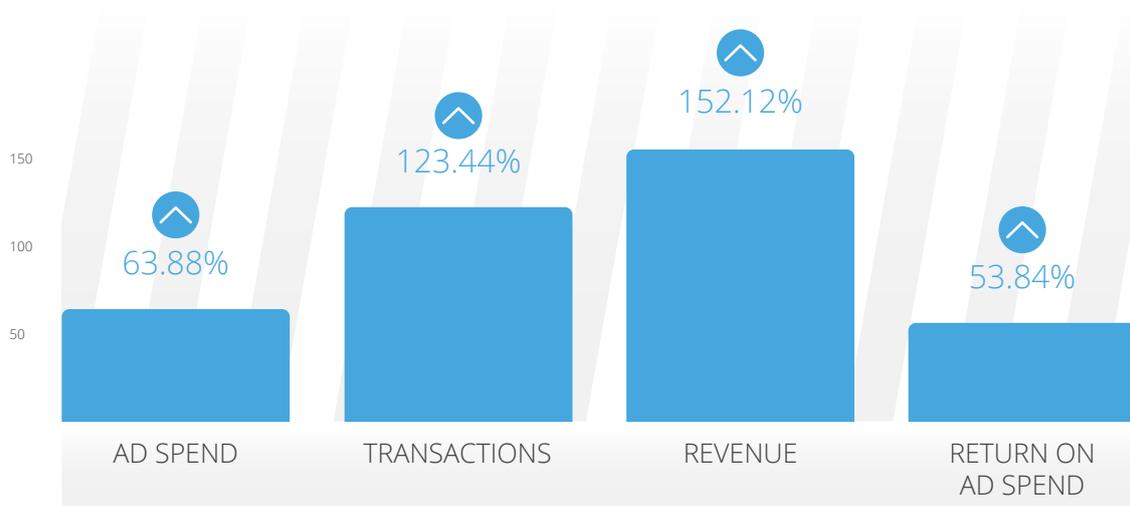


# How We Increased RollerSkateNation.com's Google Adwords Revenue By 152%



## CASE STUDY



**RollerSkateNation.com**  
is the world's leading online retailer of roller skates and accessories.

Like most ecommerce businesses, we had had bad experiences with a few different PPC agencies. Our last agency wasn't able to get a great ROI for us, and it seemed like they were doing very little each month to optimize our campaigns.

Before hiring Alex and his team, we were a little concerned that we would be getting more of the same, but he took the time to understand our industry, products, and customers and immediately went to work optimizing our campaigns. Just in the past 6 months we have seen our Google Adwords revenue increase over 150% while at the same time increasing our Return on Ad Spend. We are getting more sales from less ad spend! We are very pleased with Alex and his team and look forward to working with him for a long time.



**ADAM LEAN**  
Founder  
RollerSkateNation

## The Challenge

Adam Lean of RollerSkateNation.com contacted us in June 2016, with the following concerns:

- ⚠️ They were getting **mediocre results** from Adwords, despite working with one of the best-known and most highly regarded PPC agencies in the world. Particularly concerning was their **low return on ad spend** (ROAS), which had decreased since their agency took over management of the account.
- ⚠️ Their agency assigned to them a very junior account manager, who appeared to be **optimising their campaigns very infrequently**.
- ⚠️ Their agency appeared to be **under-utilising Google Shopping**.
- ⚠️ Roller Skate Nation **didn't have the expertise or capacity internally** to effectively manage their own Adwords campaigns.

## The Results

We took over management in June, and results began to steadily improve almost immediately. By December 2016 (Roller Skate Nation's busiest month of the year):

- ✓ Revenue from Adwords **increased by 152%** compared to December 2015.
- ✓ Ad spend increased by only 63%, and therefore return on ad spend (ROAS) also increased by 53%. As a result, Adwords was **much more profitable** for them.
- ✓ We also recommended that the client test another pay-per-click (PPC) channel which their previous agency wasn't using, which **further increased revenue and profit**.

# How We Did It

## Search Campaign Overhaul

- Roller Skate Nation's Search campaigns were plagued with a number of common problems; they were far too reliant on broad match keywords, they combined far too keywords within each ad group, they weren't using enough negative keywords, and their bids appeared to have been set arbitrarily rather than aligned with the profitability of each keyword.
- When we took over management, we immediately began replacing the existing Search campaigns with new ones. While some campaigns didn't outperform the previous ones immediately, with ongoing testing and optimisation, we were able to significantly increase revenue and ROAS from Search.

## Google Shopping Overhaul

- When we started working with Roller Skate Nation, 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 product targets targeting individual products. This gave us the flexibility to set bids in line with the profitability of each product. In addition, we split their campaigns in two, with one campaign capturing branded search queries, and the other capturing general search queries, which gave us more bidding flexibility.
- Roller Skate Nation's revenue from Google Shopping began to increase almost immediately, and by the end of 2016 had increased by 251% compared to the same period one year earlier.

## Search Campaign Expansion

- When we first looked at Roller Skate Nation's Adwords account, we immediately identified another opportunity which we see in most eCommerce Adwords accounts - their campaigns were only advertising on a fraction of the complete range of categories, brands, products and keyword types possible. As a result, they were losing out on countless sales every month.
- Once we had overhauled the client's most important Search and Shopping campaigns, we began keyword research to identify opportunities to expand their advertising. As well as targeting more categories and brands, we identified new keyword types that the client and their previous agency hadn't considered, as well as opportunities to restock discontinued products that were very likely to perform well.
- By the end of the year, we were running far more Search campaigns, which allowed us to increase revenue dramatically.