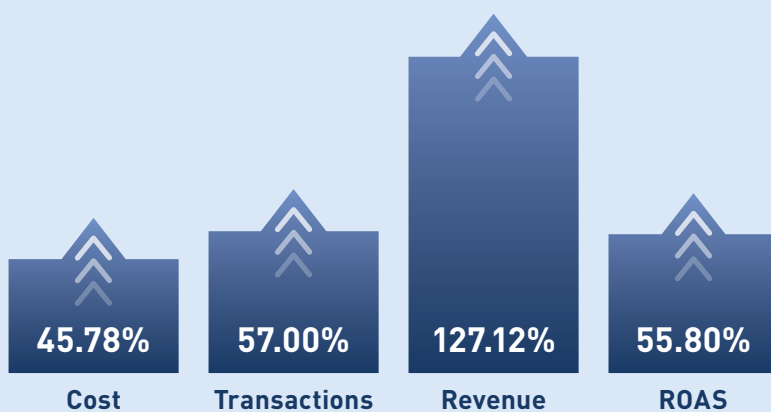


How **Macfixit.com.au** Increased Google Adwords Revenue by **127%**



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.

How We Did It

Strategy #1: Proper Google Shopping Management

Restructuring Shopping campaigns

When we started working with Macfixit, their Shopping campaigns were poorly organised and targeted far too many products within a small number of product groups. We rebuilt their campaigns from scratch, using single-product product groups.

Applying proper bid management

Macfixit was overbidding on a number of products that were not profitable, and were therefore wasting money on them, while at the same time underbidding on numerous products that were very profitable, and were therefore losing sales to competitors. We analysed product level historical performance and set bids in line with the profitability of each product on Google Shopping.

Segmenting brand and non-brand search queries

As with many online retailers, search queries specific to brands and products that Macfixit stock performed much better than general search queries. We therefore use an advanced strategy that splits brand search queries into their own campaign with higher bids.

THE RESULT: ad spend on Google Shopping decreased by almost 50%, while monthly revenue increased by an average of 30%, dramatically increasing profit from these campaigns.

Strategy #2: 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.

THE RESULT: Search campaign revenue and profit continued to increase, month after month.

Strategy #3: Dynamic Remarketing

Dynamic remarketing set-Up

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.

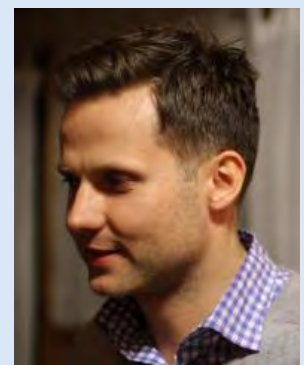
Segmenting audiences by product prices

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.

THE RESULT: these campaigns quickly became far more profitable, and continue to drive sales and revenue for Macfixit at a very good return on ad spend.



I wasn't sure if Alex and his team would be able to do any better than our previous agency, but since hiring them our revenue from Adwords has more than doubled and our return on ad spend has increased by more than 50%.



ROBERT STASZEWSKI
Macfixit