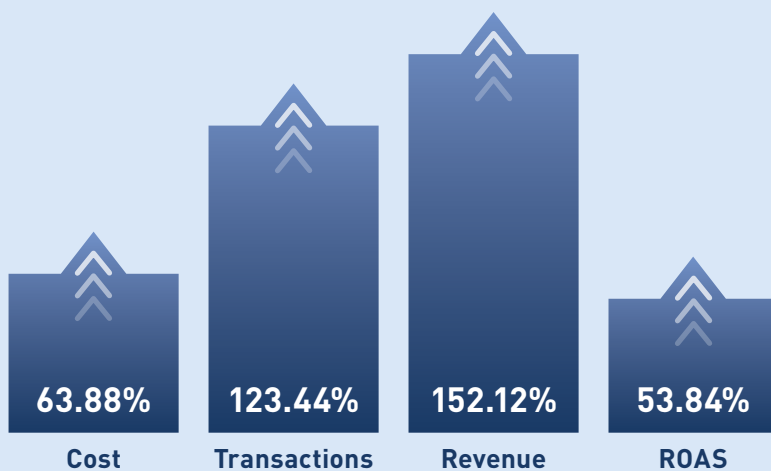


How **RollerSkateNation.com** Increased Google Adwords Revenue by **152%**



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

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

Strategy #1: Proper Google Shopping Management

Restructuring Shopping campaigns

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 groups. We rebuilt their campaigns from scratch, using single-product product groups.

Applying proper bid management

Like most online retailers, Roller Skate Nation 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.

THE RESULT: 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.

Strategy #2: 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 and they weren't using enough negative keywords. We immediately began replacing the existing Search campaigns with new ones.

THE RESULT: 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.

Strategy #3: Search Campaign Expansion

We also identified another opportunity which we see in most ecommerce Adwords accounts - the

client's 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.

THE RESULT: by the end of the year, we were running far more Search campaigns, which allowed us to increase revenue dramatically.



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
Roller Skate Nation

