



## Google Adwords Case Study

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# ROI Focused PPC Helps Naylors Deliver Record Sales

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By Space 48

## Background & Objectives

Naylors Equestrian's PPC activity had been performing at an acceptable level from 2011 to 2013. During this period SEO had been the key focus. However, a change in Search engine algorithms coupled with a lack of control over SEO delivery was becoming an issue, so it was decided that Google AdWords activity should be developed into a core channel for delivering revenue. From this position, Naylors were looking to double their PPC revenues year on year whilst at the same time improving efficiency.

It was important that both revenues and conversions rose and, whilst they understood that click spend and management fees would increase, it was essential that ROI increased to justify the increased costs and the continued use of PPC as a core marketing channel.

The targets agreed to determine the success of the campaign we are follows:



### eCommerce:

- *Ad Impressions: 20% increase*
- *Ad Clicks: 25% increase*
- *Click Through Rate: 20% increase*
- *Conversions: 100% increase*
- *Cost Per Converted Click: 20% decrease*
- *Revenue: 100% increase*
- *Conversion Rate: 50% increase*

Naylors was founded in 1965 by Derrick Naylor and has since established itself as one of the UK's leading equestrian fashion retailers.

**www.naylors.com**

### Site Usage (Maintain the following within +/-5%):

- *Bounce rate*
- *Pages per visit*
- *Average visit duration*

It was also important that the increased and more focused activity would raise click assisted conversions to ensure the activity was also helping significantly with other channels:

**Click Assisted Conversions:** 100% increase

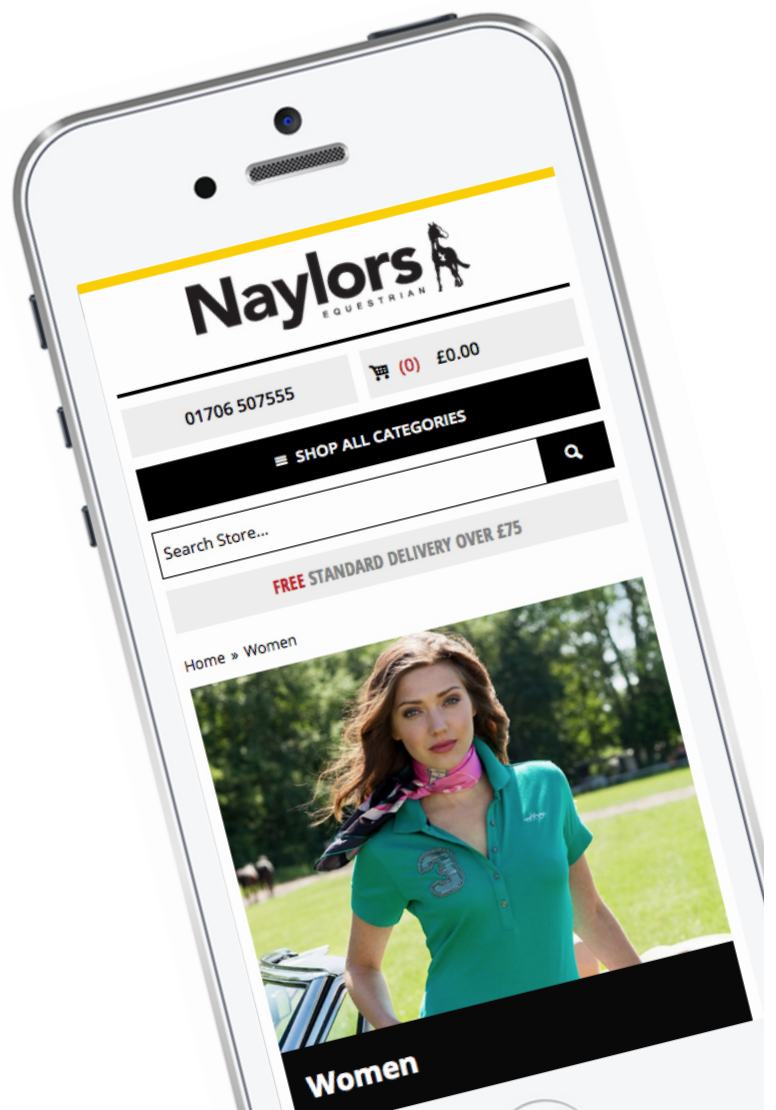
Finally, with click spend and management fees increasing, it was imperative the ROI increased for the activity.

**ROI:** 50% increase

## The Strategy

In order to reach our targets it was essential to get really granular with the account structure and bid management process. The implementation of Google Shopping Campaigns was the primary focus. By constantly reviewing data, we focused in on mobile bid optimisation as well as time of day, day of week and geographic activity. Thorough analysis of the data enabled us to define new best practice and strategies.

The rules were all individually configured, continually refined and modified taking into consideration efficiency and price per product to achieve successful bids. For example, it was discovered that geographic bid adjustments had little impact when compared to day and time. The profitable long tail terms were particularly exploited as part of the winning formula.



## Results

Bounce rate, pages per visit & average visit duration were maintained within the +/- 5% parameter. We delivered the following PPC Account improvements:

**35%**

*Rise in Ad-Impressions*

**65%**

*Ad Clicks Increase*

**23%**

*Increase In  
Click Through Rate (CTR)*

**249%**

*Increase in Conversions*

**309%**

*Increase In Click Assisted  
Conversions*

**31%**

*Saving in Cost Per Click  
(Excluding Click Assisted Conversions)*

**269%**

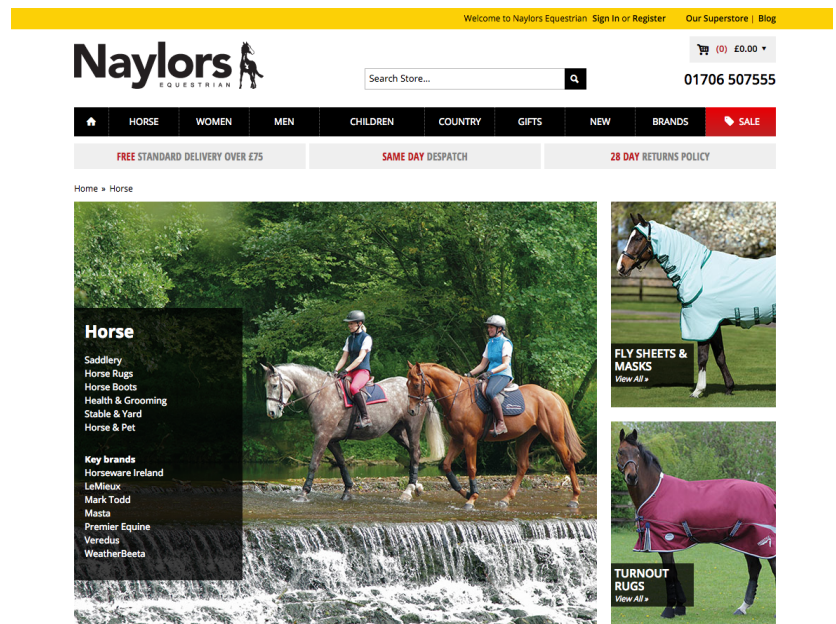
*Revenue Uplift  
(Excluding Click Assisted Conversions)*

**111%**

*Conversion Rate  
(Excluding Click Assisted Conversions)*

**80%**

*Increase in ROI*



'Best Use of PPC - Naylors' Shortlisted for a DADI Award 2014



The above results are taken from both Naylor's Google Analytics Account and Google Adwords Account and cover the following periods:

1st April 2013 – 31st March 2014 vs. 1st April 2012 – 31st March 2013

## Results

Targets were achieved and generally exceeded. This clearly highlights how we improved the performance of PPC activity to give a significant improvement in ROI.

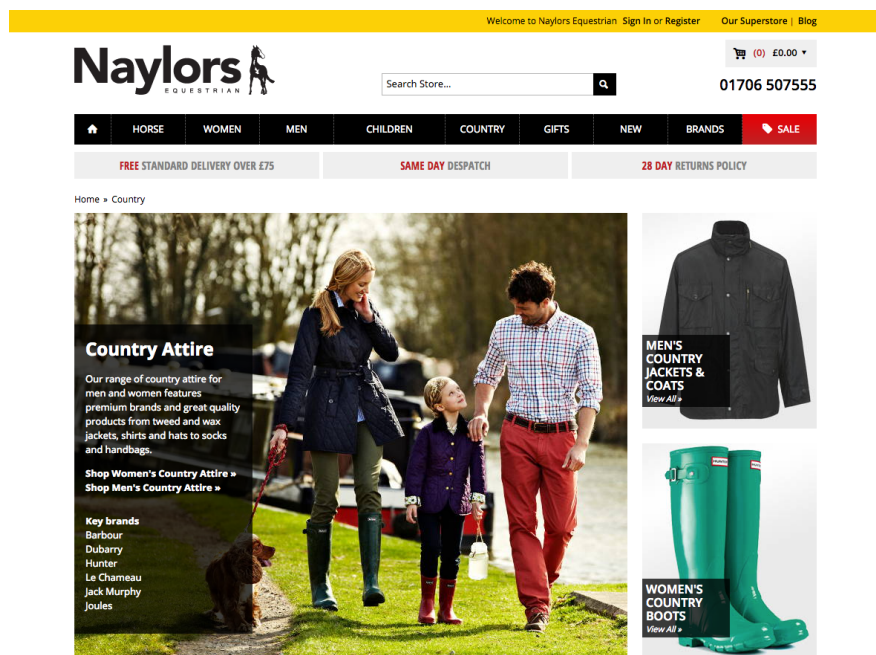
***£4 profit for every £1 spent***  
**An improvement of 80%**

1st April 2013 – 31st March 2014

**ROI: 401%**

1st April 2012 – 31st March 2013

**ROI: 223%**



Overall, this campaign has been the best performing 12 months of PPC activity for Naylors so far and has fuelled the growth of the business to help establish them as one of their markets leaders.

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*"Ever since our partnership began with Space 48, they have always had a great understanding of our business goals. They have always been conscious of providing an ROI on our marketing spend."*

*The results speak for themselves. Quite simply, we have sold considerably more products via our Paid Search campaign over the last 12 months than all the other time it has been active."*

James Atkinson, Partner, Naylor's Equestrian LLP

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