



Limerick Furniture

Pay per Click (PPC) Case Study





Limerick Furniture

Case Study

Who

- Limerick Furniture (Berkshire Mall and Coventry Mall)

What

- Implement PPC Best Practices for Keywords, Ad Copy and Landing Pages

How

- Optimize current Ad Copy - Capitalization & Punctuation
- Focus Ad Groups & Keywords around product categories
- Utilize targeted Product specific Landing Pages

When

- Limerick began managing their own PPC Campaign on AdWords as of August, 2014. It was not until late May 2015, that they came to DaBrian Marketing Group for help.

Why

- Click through Rate (CTR) increased nearly 500%
- Average Cost per Click (CPC) was cut by 50%

Best Practices Lead to Best Performance for Limerick Furniture

Limerick Furniture, a local furniture store with two locations, desired to utilize Google AdWords to help drive brand awareness, phone calls, and sales (in-store and online.) In August of 2014, Limerick Furniture begin running their own AdWords Campaigns. They started with a simple straightforward Ad Copy, which read:

Limerick Furniture
Limerickfurniture.com
We have the best deals on Ashley
Furniture Lowest price Guaranteed

Example showing the first
Ad Copy utilized by Limerick
Furniture in August, 2014

While this Ad Copy helped build Brand Awareness through having “Limerick Furniture” in the Headline, highlighted the feature products of “Ashley Furniture” and the benefit of a guaranteed lowest price, the Ad Copy was not utilizing some functionality like Extended Headlines within Google AdWords.

DaBrian Marketing Group Helps Limerick Furniture

DaBrian Marketing Group, a [certified Google Partner](#), slightly altered the Ad Copy, to take advantage of the Extended Headline. The new Ad Copy, with the Extended Headline reads as:

Ad Copy
with extended
Headline

Limerick Furniture - Best Deals on Ashley Furniture.
Limerickfurniture.com
Lowest Price Guaranteed!

This subtle change to the Ad Copy along with other changes to Keywords (adding negatives and altering match types) as well as adding Ad Extensions (call, location, and sitelinks) helped greatly boost Limerick Furniture's Click through Rate (CTR).

In 2014 between August 25 (Monday) - September 21 (Sunday), CTR was 0.43%
In 2015 between August 24 (Monday) - September 20 (Sunday), CTR was 2.58%
That is a year over year improvement of nearly 500%!

The boost in CTR led to an increase in Clicks and a drop in Cost per Click (CPC.)

Additional Changes that Helped Boost PPC

- 1 Keywords**
Changing Broad Match to Phrase, Exact, and Modified Broad Match types to better reach their target audience. In addition, adding several negative keywords to weed out irrelevant impressions helped contribute to the boost in CTR.
- 2 Ad Groups**
Splitting the all encompassing 1 Campaign with 1 Ad Group into multiple Ad Groups that focused on products lines, allowed us to write better Ads and align them to more specific Landing Pages.
- 3 Video and Shopping Campaigns**
In addition to the changes made to the Search Campaign, DaBrian Marketing Group has helped Limerick Furniture begin running Video Ads on YouTube and Shopping Ads on Google. These ad formats will help grow brand awareness and online sales.



PPC



PPC Management



Product Ads



Mobile Advertising



Display Advertising



Media Buying

About DaBrian Marketing Group

Since 2007, DaBrian Marketing Group, LLC (DMG) has been a digital agency focused on providing marketing solutions to businesses that want to obtain digital awareness, cultivate meaningful customer relationships, and develop innovative strategies. Our team holds several certifications from both Google and Microsoft (Bing Ads) which includes search, display, shopping (product), video and mobile advertising, along with analytical measuring and reporting. We have the know-how and capability to help you run successfully PPC campaigns from beginning to end. [Contact DaBrian Marketing Group](#) today for us to audit your existing PPC campaigns or begin management services.



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