



drove 4.5x ROI FOR OVERALL CAMPAIGN

Frozen Lemons is a company which create names for your business that stands out from the crowd. Instead of focusing on the ordinary, they put all their energy into creating extraordinary brands.

THE CHALLENGE:

- To build a brand name and brand create awareness
- To reduce CPA
- Increase overall revenue

Some Important Facts:

Average Ad-words budget- 200 Euro/day

Average Ad Position- 2-2.5

Average Conversions-10-25/day

Average CTR- 6.8%

Average CPC- Euro 0.13

Target Location: Worldwide

Bid Model: CPA and CPC

SOLUTION:

- Tightly knit keywords were used to avoid irrelevant clicks and impressions. A mix of broad and broad match modifier keywords were used.
- Quality Score was improved and a better campaign structure was made to reduce the CPA.
- Different campaigns were created for each country to reduce CPC
- Relevant and attractive ad copies were created.
- Ad Extensions were added.
- Remarketing campaign was setup as time lag in purchase cycle was large.

RESULTS:

- Drove 4.5x ROI for overall campaign
- 180% increase in online sales
- Significant growth exhibited across online sales. The Project is Ongoing and we have raised our target to get max out of the allotted budget.

QUOTE FROM THE CLIENT:

"I am working closely with Web Complete Solutions for the past 6 months on my International PPC and search campaigns. The results are amazing and Cost per sales reduced drastically. I'm getting targeted traffic on my website."

Frozen lemons, Netherlands