



Case Study: PPC Campaign for Scaffolding Direct

Overview:

Scaffolding Direct, a leading supplier of scaffolding and trade supplies, sought to boost its online presence and drive sales through a highly effective PPC campaign. With a competitive market, it was crucial to achieve a high return on ad spend (ROAS) while minimising costs.

Strategy:

North Wales Digital implemented a comprehensive PPC strategy tailored to Scaffolding Direct's specific needs. This involved:

1. **Keyword Research:** Extensive analysis to identify high-converting keywords relevant to the construction and DIY markets.
2. **Ad Creation:** Crafting compelling ad copy that resonated with Scaffolding Direct's target audience.
3. **Budget Management:** Strategic allocation of the budget to maximise visibility and clicks while keeping costs under control.
4. **Optimisation:** Continuous monitoring and optimisation of the campaign to improve performance and reduce cost-per-click.

Results:

The PPC campaign exceeded all expectations, delivering a remarkable ROAS of 1500%. This impressive result was achieved through precise targeting and expert budget management, leading to a significant increase in online sales and a reduction in advertising costs.

Conclusion:

The success of this campaign highlights North Wales Digital's ability to deliver exceptional results through focused and data-driven PPC strategies. Scaffolding Direct not only saw a substantial increase in sales but also strengthened its online presence in a competitive market.

From Scaffolding Direct

I couldn't be more pleased with the outstanding results from the PPC campaign run by North Wales Digital. From the very beginning, they understood my business needs and the competitive landscape in my industry.

The adopted strategy was nothing short of excellent, great keyword research and great ad spend that maximised on our budget. The proof is in the pudding, though: hitting a magnificent ROAS of 1500% was far beyond our wildest expectations.

Such high achievement has not only significantly increased our online sales but also positioned our brand more firmly in the market. Ongoing optimisation and attention to detail with North Wales Digital have been truly remarkable, and I look forward to continuing our long partnership into even higher heights.

Thank you, North Wales Digital, for your dedication and expertise in driving our business forward.

Best regards,

Derek Crabb

Owner, Scaffolding Direct