



Case Study: PPC Google Shopping Campaign for Safety Specialist Ltd

Overview

Safety Specialist Ltd sought to increase online sales and visibility of their specialised safety equipment through targeted PPC Google Shopping campaigns. The primary goals were to:

1. Increase the number of conversions (sales) through their online store.
2. Improve the return on ad spend (ROAS).
3. Expand the brand's reach within the target market.

Challenges

- **Highly Competitive Market:** The safety equipment industry is highly competitive, with many well-established brands bidding on similar keywords.
- **Targeting Niche Audiences:** The challenge was to reach niche markets that required specific safety equipment without overspending on broad keywords.

Strategy

North Wales Digital crafted a tailored Google Shopping campaign that included:

1. **Keyword Optimisation:** Focusing on high-intent keywords specific to the products offered by Safety Specialist Ltd, which helped in reducing unnecessary clicks and focusing on potential buyers.
2. **Product Feed Optimisation:** Ensuring all product data was optimised for Google Shopping, including clear, keyword-rich titles and descriptions, accurate pricing, and high-quality images.
3. **Budget Management:** Allocating budget effectively across different product categories, emphasising higher-margin products to maximise profitability.
4. **Performance Monitoring and Adjustments:** Continuous monitoring of the campaign performance allowed for real-time adjustments to bids, keywords, and product listings, ensuring optimal results.

Results

- Increased Conversions: The campaign resulted in a 35% increase in online sales within the first three months.
- Improved ROAS: ROAS improved by 40%, demonstrating the efficiency of the targeted ad spend.
- Expanded Market Reach: The campaign successfully reached new segments of the market, leading to a 25% increase in brand visibility.

Conclusion

North Wales Digital's expertise in PPC Google Shopping enabled Safety Specialist Ltd to achieve significant growth in both sales and brand awareness, making the campaign a resounding success.

From Safety Specialist Ltd

We, at Safety Specialist Ltd, are thrilled at the outstanding results obtained from the PPC Google Shopping campaign run by North Wales Digital. The proactive approach you take to optimising keywords and improving product feeds while monitoring budget levels has really helped make a big difference to our online profile.

The increase in online sales was 35%, and ROAS grew by 40%. The other factor is that the campaign really helped us to expand our market reach by 25%; more people are getting to see our specialised safety equipment.

We were highly appreciative of the ongoing performance monitoring and real-time changes that kept our campaign at its most competitive in a very challenging market. Your team members have been consistently professional and dedicated at every step of the way.

Thank you, once again, for your outstanding work. We look forward to continuing this successful partnership.

Warm regards,

Nigel Roberts
Marketing Manager

Safety Specialist Ltd