



## PPC Case Study: North Wales Digital's Campaign Success with TPS

### Overview

TPS, a leading supplier in shear mixer solutions, partnered with North Wales Digital to enhance their digital presence and drive more qualified traffic to their website. The primary objective was to increase online sales and achieve a better return on investment (ROI) through an optimised Pay-Per-Click (PPC) strategy.

### Objectives

- Boost online sales by 25% within six months.
- Decrease the average cost-per-click (CPC) by 15%.
- Increase the overall conversion rate by 20%.

### Strategy

North Wales Digital implemented a tailored PPC strategy focusing on the following key areas:

1. **Comprehensive Keyword Research:** Identified high-intent, low-competition keywords that aligned with TPS's product offerings.
2. **Ad Copy Optimisation:** Created and tested multiple ad copy variations to find the most effective messaging that resonated with the target audience.
3. **Geotargeting:** Focused on regions with the highest potential for conversion, ensuring ads were shown to users most likely to purchase.
4. **Budget Management:** Allocated the budget dynamically across campaigns to maximise ROI during peak sales periods.

## Results

- **Sales Growth:** TPS achieved a 30% increase in online sales, surpassing the initial target.
- **Reduced CPC:** The average cost-per-click was reduced by 18%, exceeding the goal of a 15% reduction.
- **Conversion Rate Increase:** The overall conversion rate improved by 22%, indicating a highly effective campaign strategy.

## Conclusion

North Wales Digital's PPC campaign for TPS successfully delivered on all fronts, demonstrating the effectiveness of a well-structured and targeted PPC strategy in driving significant business growth.

## From TPS Europe

*As a Managing Director of TPS Europe, I am delighted to be able to report what our partnership with North Wales Digital has achieved.*

*I have to say that the results this campaign has brought in have exceeded far above and beyond what we had hoped for. The bottom line is that our partnership was focused on increasing our online presence, and the results certainly did just that.*

*With the statement, gaining an increase of 30% in online sales, coupled with a significant decrease in cost per click by 18%, says that the team of North Wales Digital has indeed been very precise and competent. Their full-circle approach, from careful keyword research to strategic budget management, brought sales but, what is more, optimised the general marketing efficiency for us.*

*The 22% uplift in our conversion rate is particularly satisfying as it points to how our digital strategy supports our business objectives. This campaign sets the new benchmark on what can be achieved through focused and data-driven digital marketing. We look forward to continuing our partnership with North Wales Digital, building on this success.*

Ian Knowles  
Managing Director  
TPS Europe