

Goals:

With its prime position in the SERPs, Google Shopping is a pivotal customer touchpoint for TDot Performance. They can engage online shoppers as they search for specific automotive parts and brands TDot Performance sells before they begin browsing their competitors.

But with so many digital marketing channels to manage, the Shopping campaigns were running at over 50% negative ROI. They needed to improve ROI fast.

Stats:



4 WEEKS

IMPROVED ROI
FROM -50% TO POSITIVE



60%

DECREASE IN MOBILE CPC



24%

REDUCTION IN OVERALL
SHOPPING CPC



9.6%

INCREASE IN OVERALL CHANNEL REVENUE
YEAR-OVER-YEAR

Results:

Within 4 weeks, Your Marketing People brought ROI back into the black, leading to a 10% year-over-year increase in revenue. By utilizing an advanced Management software, Your Marketing People was able to:

- Target mobile versus desktop devices separately which reduced Mobile CPC by over 60% and overall Shopping CPC by 40%.
- Separate the campaigns by product performance to enable higher-performing products to gain increased impression share, and therefore drive additional revenue while reducing spend.
- Set-up automatic rules to boost channel performance.

With such positive performance, Your Marketing People is expanding into Bing Shopping, utilizing the same superior Management software.



"When we hired Your Marketing People, our Google Shopping campaigns were in the negative, and it was affecting other campaigns we had currently running. We were beginning to lose hope in the channel. Your Marketing People came in and completely turned things around, improving returns for our Shopping campaigns as well as the health of our overall account. I've since referred many of my professional contacts to Your Marketing People, and will continue to do so without hesitation."

- Charith Perera,
CEO of TDot Performance

