

Category: Apparels

Scott Allen Collection triple their sales in just three months with our secret PPC strategy!

OVERVIEW

Scott Allen Collection is a premium brand that offers a range of ties for different occasions. We knew we were up for a challenging task when they approached us to handle PPC for their **1091 products**.

CHALLENGES

The main issue was managing single-product PPC and developing a PPC budget for 1091 products, which required a completely different approach.

The issue was simple: the client was trying too many things to clear out inventory, resulting in a loss.

The client had allowed us a limited ad budget and guided us to keep TACOS below 30% while increasing sales.

SOLUTION

We started with auto and broad campaigns, combining different products. We kept optimizing the Auto campaign for better performance and shortlisted high-converting products to run Exact campaigns on them.

This allowed us to effectively manage the ad budget and focus on products that showed promising results.

**211.5% increase
in sales in 3 months**

One of our existing sponsored brand campaigns was getting good sales at a targeted ACOS, but our ranking needed to be improved.

We could divert our competitors' traffic to our product page and generate many sales.

RESULT

By the end of October, we had achieved sales of \$10,140.81 with a TACOS of 18.12%.

When we first received the account, sales were just \$3,254.05.

However, with our strategic PPC approach, we managed to increase sales in August to \$3,985.96 with a TCOS of 18.16%.

Sales in October were almost three times the initial figure, reaching \$10,140.81 with a TCOS of 18.12%..



SUMMARY

There is always room for improvement, and we continue to work on increasing sales while reducing TCOS. Our strategic approach to PPC has helped Scott Allen Collection achieve its sales targets and increase its revenue while staying within its budget.

With a bit of hard work and the right approach, you can achieve success and increase your revenue.