

Strongway UK

Gym Supplies



Skyrocket sales and keep ACOS under control - A case study.

OVERVIEW

Strongway UK, with an already high ACOS making it difficult to keep costs under control. However, through extensive research and strategic campaign targeting, we were able to increase their sales up to 70k GBP within just two months while keeping ACOS less than 15%.

CHALLENGES

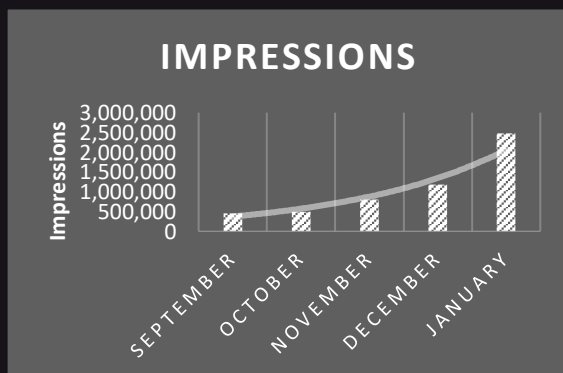
The main challenge we faced was that several campaigns were already running without proper keyword research.

However, we were relieved to find that the product price was above 50 pounds, and the bid was below 1 pound.

SOLUTION

We conducted a thorough analysis and eliminated negative keywords from existing campaigns.

We then did extensive keyword and competitor research for new campaigns.



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.

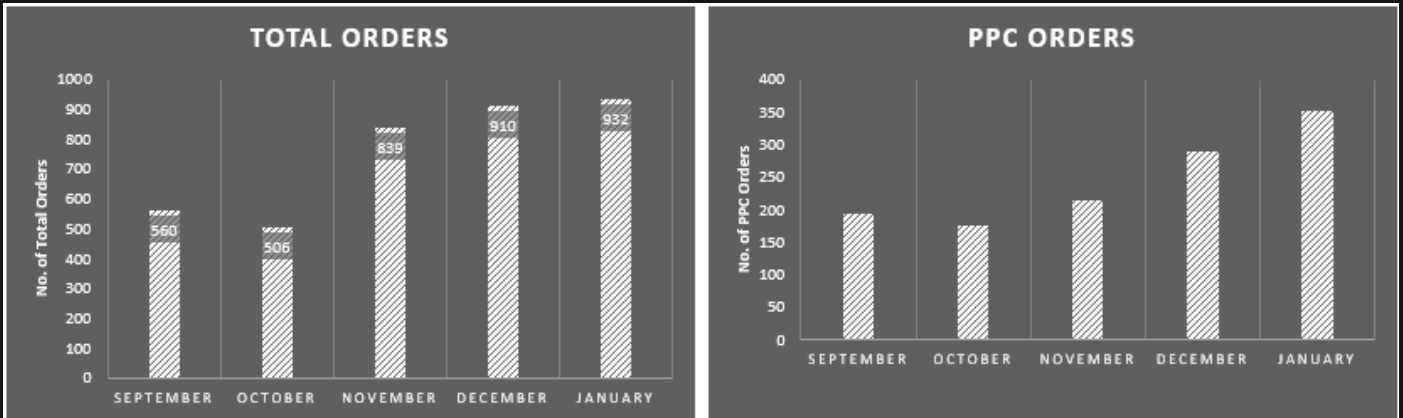
40k GBP

increase in sales within
60 days



RESULT

Following this strategy, we successfully increased sales up to 70k GBP and kept ACOS near 10% to 12%. This was a significant achievement, given the initial challenges we faced.



SUMMARY

Overall, the key takeaway from this case study is that with the right strategy and approach, it's possible to increase your sales without breaking the bank.

By doing thorough research, properly targeting your campaigns, and using retargeting campaigns, you can generate more sales and keep your ACOS under control.

So, if you're looking to boost your sales, take a leaf out of our book and try these strategies.

Below 15%
ACOS is maintained throughout

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

