

Real results, from real campaigns

A snapshot of what our PPC management has delivered for clients

+573%

ROAS increase
Luxury toiletries and gifts brand

+171%

more conversions
Skip hire and aggregates company

-60%

cost per lead
Energy saving home installer

+175%

more leads generated
Physical therapy facility, USA

+101%

ROAS increase
Designer clothing retailer

+65%

ROAS increase
Balustrades and canopies manufacturer

Results based on account performance since taking over management. Individual results vary by industry and budget.

Yorkshire Based Women's Designer Clothing Company (B2C Ecommerce client)

Since taking over management we have restructured the client's account to focus on the most profitable products, and maximise the monthly budget with the aim of scaling results.

Purchase ROAS (return on ad spend) ←			
01/01/2024 – 03/31/2024	10/02/2023 – 12/31/2023	Change	Change(%)
4.72 [2]	1.92 [2]	2.80 [2]	▲145.76% [2]
8.12 [2]	1.73 [2]	6.40 [2]	▲370.84% [2]
6.06 [2]	1.70 [2]	4.37 [2]	▲256.98% [2]
5.37 [2]	4.68 [2]	0.70 [2]	▲14.94% [2]
3.81 [2]	6.18 [2]	-2.37 [2]	▼38.37% [2]
3.40 [2]	1.66 [2]	1.74 [2]	▲105.08% [2]
3.35 [2]	1.00 [2]	2.35 [2]	▲234.03% [2]
3.48 [2]	1.11 [2]	2.37 [2]	▲214.06% [2]
4.82 [2] Average	2.39 [2] Average	2.42 [2] Average	▲101.11% [2] Average

Goal = scale volume of purchases & ROAS

Main metric change = ROAS increased by over 101%



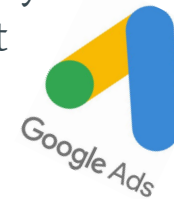
UK Manufacturer & Supplier of Balustrades, Balconies & Canopies (Ecommerce and B2B lead gen client)



Goal =
reduce CPA

Main
metric
change =
ROAS
increased by
over 65%

Since taking over management the cost per conversion has reduced by an average of just below £50 per conversion. This is despite the account moving into their “off-peak” season as a business.



UK Based Eco4 Energy Saving Home Installations/Upgrades



Results			
03/20/2024 – 04/18/2024	02/19/2024 – 03/19/2024	Change	Change(%)
213 ^[2] TY - EC04	79 ^[2] TY - EC04	134 ^[2] TY - EC04	▲ 169.62% ^[2] TY - EC04

Cost per result			
03/20/2024 – 04/18/2024	02/19/2024 – 03/19/2024	Change	Change(%)
£11.54 ^[2] Per TY - EC04	£28.96 ^[2] Per TY - EC04	£-17.42 ^[2] Per TY - EC04	▼ 60.14% ^[2] Per TY - EC04

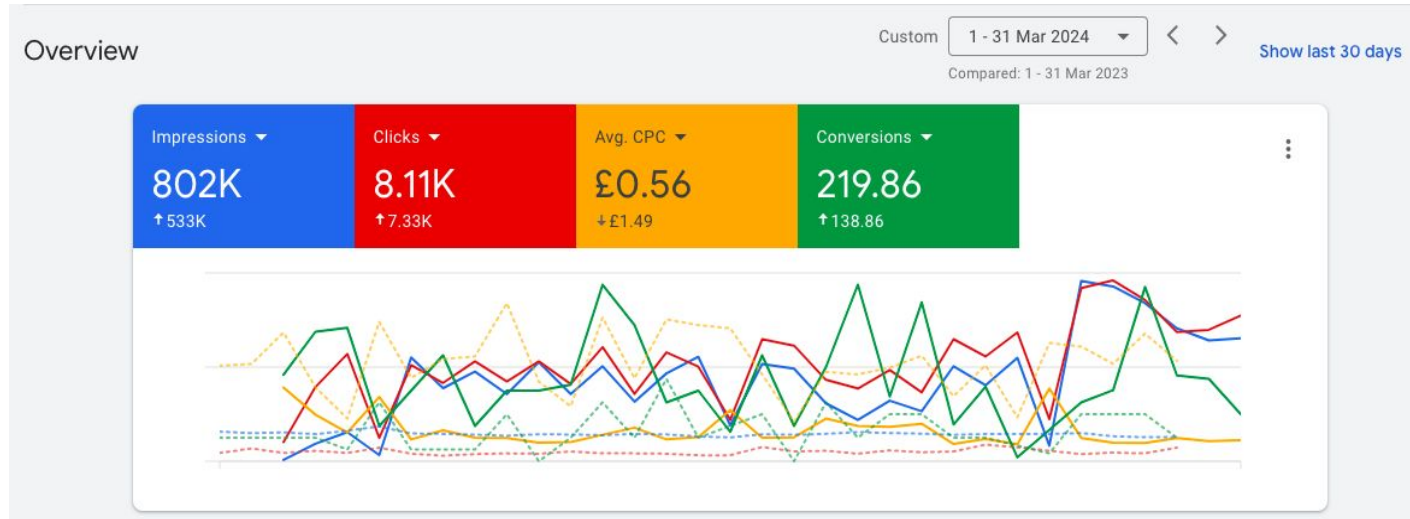
Goal = scale volume of leads

Main metric change = conversions increased by over 169%

Since taking over management we have increased the volume of new high quality leads by upgrading assets, bid strategies and re-allocating budget share according to past data.



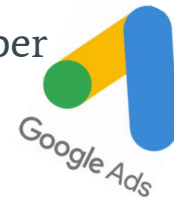
North-West Based Skip Hire & Aggregates Company



Goal = £20
CPA

Main
metric
change =
Conversions
increased by
over 171%

Since taking over management the volume of skip hire conversions during peak trading has increased whilst maintaining the same cost per conversion.



UK Based Fantasy Role Playing Game Accessories Business



Since taking over management of this account we have focused on scaling the ROI month on month, whilst maintaining the same budget/ad spend.

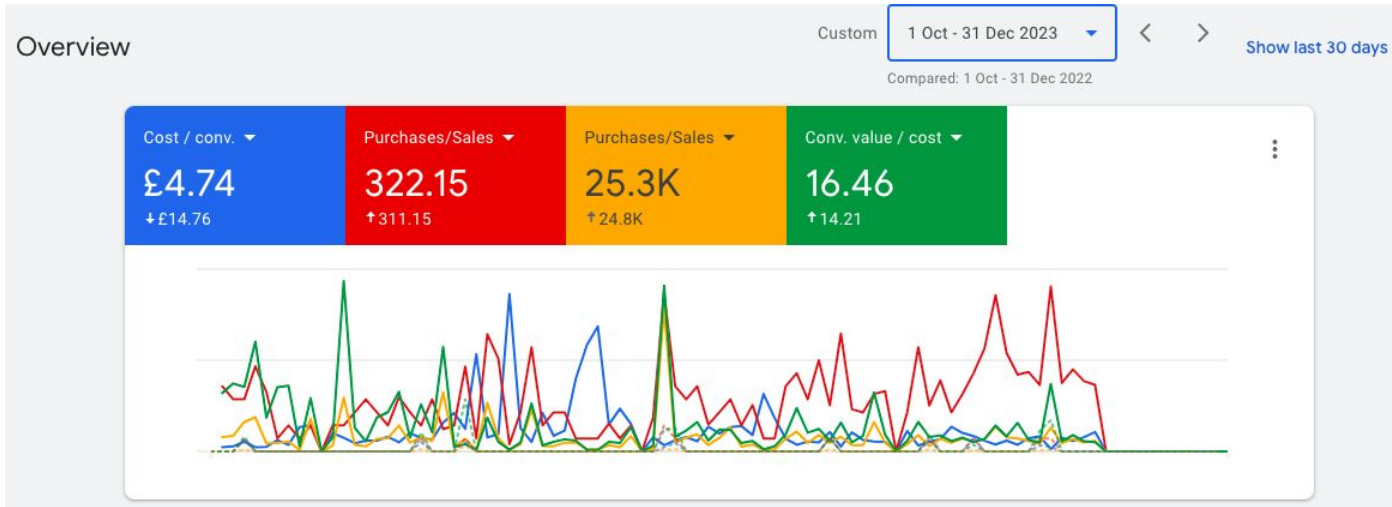


Results			
08/01/2023 – 08/31/2023	07/01/2023 – 07/31/2023	Change	Change(%)
160 [2] Website purchases	68 [2] Website purchases	92 [2] Website purchases	▲ 135.29% [2] Website purchases
Purchase ROAS (return on ad spend)			
08/01/2023 – 08/31/2023	07/01/2023 – 07/31/2023	Change	Change(%)
3.86 [2]	2.36 [2]	1.51 [2]	▲ 64.08% [2]
Results			
09/01/2023 – 09/30/2023	08/01/2023 – 08/31/2023	Change	Change(%)
71 [2] Website purchases	6 [2] Website purchases	65 [2] Website purchases	▲ 1,083.33% [2] Website purchases
Purchase ROAS (return on ad spend)			
09/01/2023 – 09/30/2023	08/01/2023 – 08/31/2023	Change	Change(%)
4.32 [2]	2.15 [2]	2.17 [2]	▲ 101.16% [2]

Goal = Increase ROAS

Main metric change = Purchases & ROAS increased month on month

Welsh Based Luxury Toiletries and Gifts Company



Goal = scale volume of sales & conversion value

Main metric change = ROAS increased by over 573%

Since taking over management the ROAS has increased year on year for their peak trading period - Q4.



UK Based Gold Coin Investment Business

Results			
10/01/2023 – 10/31/2023	09/01/2023 – 09/30/2023	Change	Change(%)
94 [2] Website Submit Ap...	23 [2] Website Submit Ap...	71 [2] Website Submit Ap...	▲ 308.70% [2] Website Submit Ap...

Results			
11/01/2023 – 11/30/2023	10/01/2023 – 10/31/2023	Change	Change(%)
179 [2] Website Submit Ap...	94 [2] Website Submit Ap...	85 [2] Website Submit Ap...	▲ 90.43% [2] Website Submit Ap...

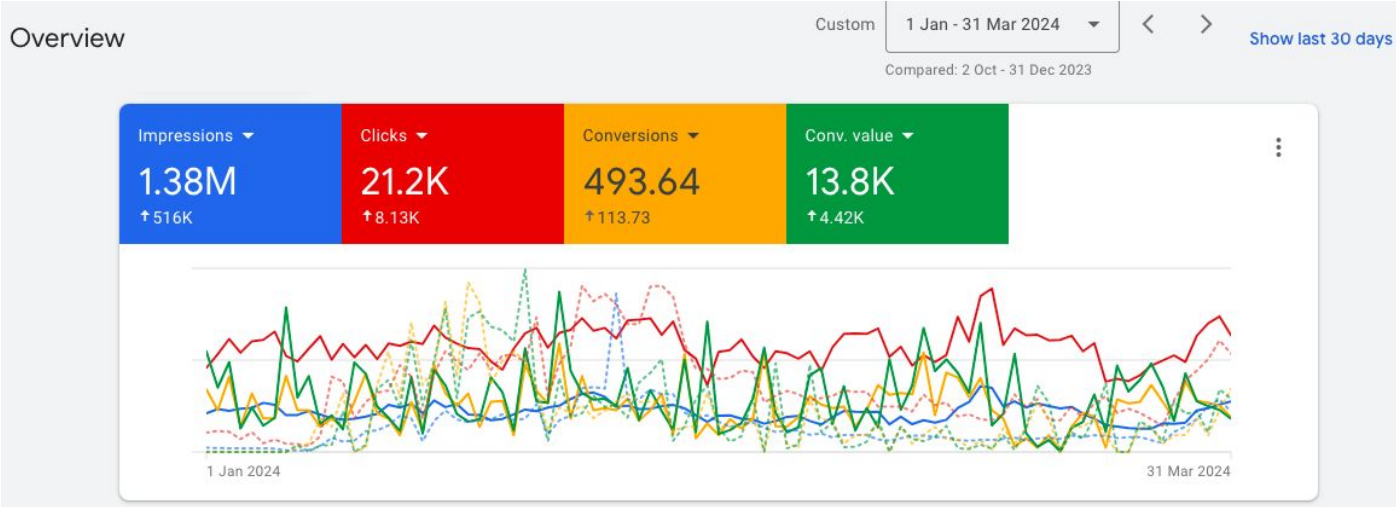
Goal = scale volume of leads

Main metric change = lead volumes increased month on month

Since taking over management we have increased the volume of new high quality leads by narrowing in on higher performing ad copy by split testing messaging.



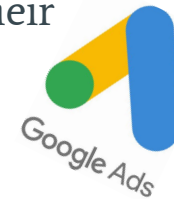
UK Based Supplier of Quilting & Patchwork Products



Since taking over management the number of purchases and purchase value (including AOV) has increased, despite the fact that Q1 was their coming out of peak trading season. They continue to scale their sale numbers.

Goal = scale volume of purchases & purchase value

Main metric change = conversions increased by over 29%



UK Based Fine Artwork Artists (B2C Ecommerce client)



Results			
06/01/2021 – 06/30/2021	05/01/2021 – 05/31/2021	Change	Change(%)
7 [2] Website purchases	1 [2] Website purchases	6 [2] Website purchases	▲ 600.00% [2] Website purchases

Cost per result			
06/01/2021 – 06/30/2021	05/01/2021 – 05/31/2021	Change	Change(%)
£8.25 [2] Per Purchase	£29.40 [2] Per Purchase	£-21.15 [2] Per Purchase	▼ 71.93% [2] Per Purchase

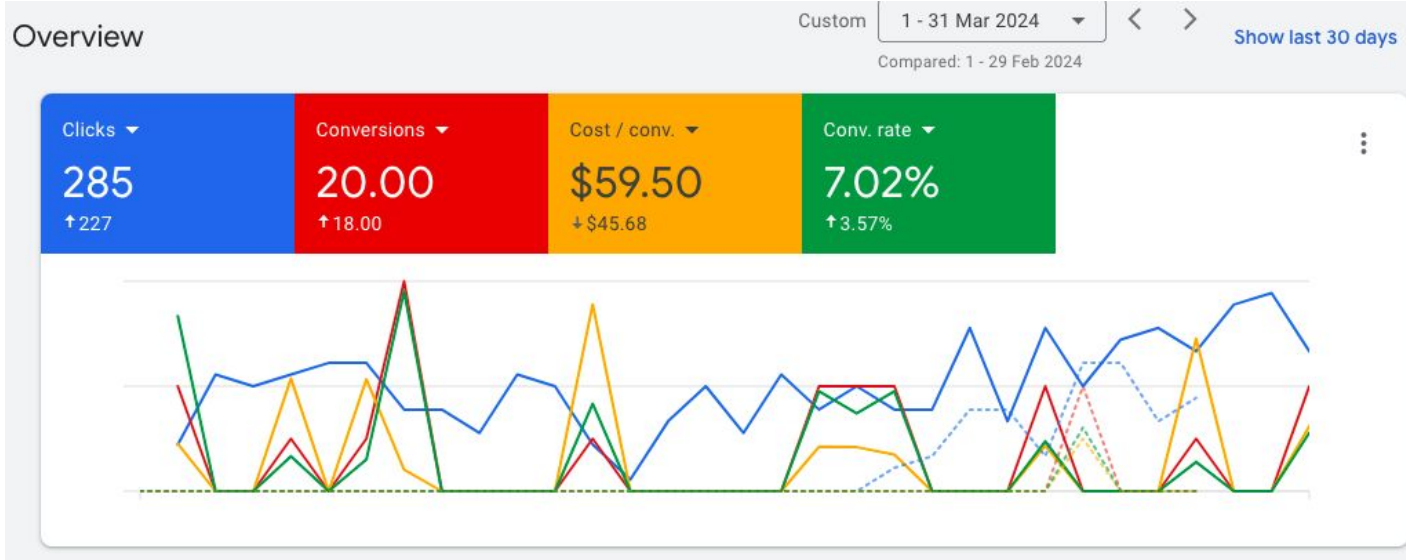
Goal = scale volume of sales

Main metric change = purchases increased & CPA decreased

Since taking over management we have increased the volume of new sales within the same monthly budget, by utilising retargeting opportunities.



US Based Physical Therapy & Performance Facility



Goal =
below \$100
CPL

**Main
metric
change =**
conversion
volumes
increased by
175%

Since taking over management the number of leads have increased and cost per lead has reduced, whilst maintaining the same budget month on month.

