

CASE STUDY

73% CONVERSION INCREASE
VIA AUTOMATION



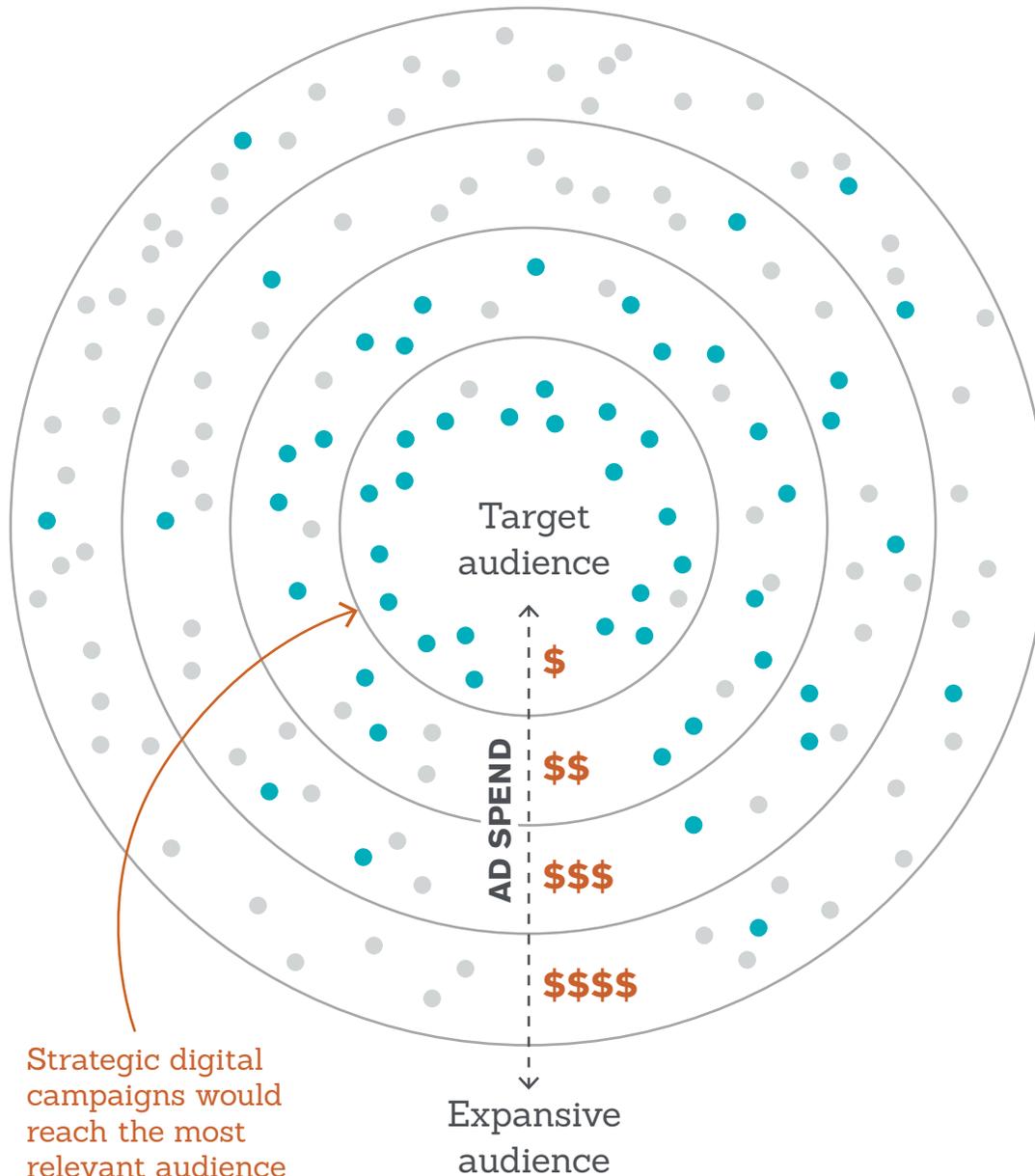
OVERVIEW

- CLIENT: Trex Company, Inc.
- INDUSTRY: Home & Garden
- SERVICES: PPC
- RESULTS: +73% conversions; -42% CPA



The Challenge

With competitors beginning to invest more in their digital marketing presence, Trex wanted to ensure they were being as smart as possible with their digital ad spend. We needed to reach the most relevant audience possible in order to keep ahead of rival brands without breaking the bank.

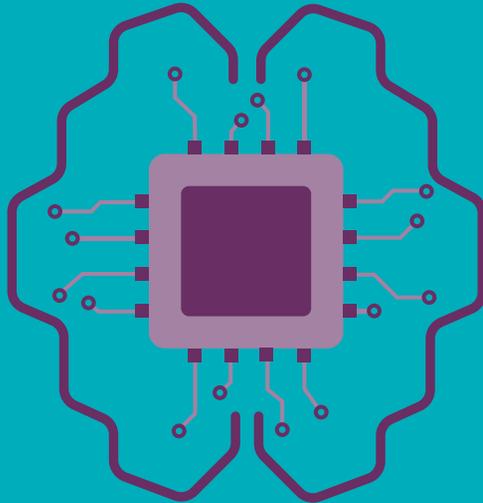


Strategic digital campaigns would reach the most relevant audience without breaking the bank.

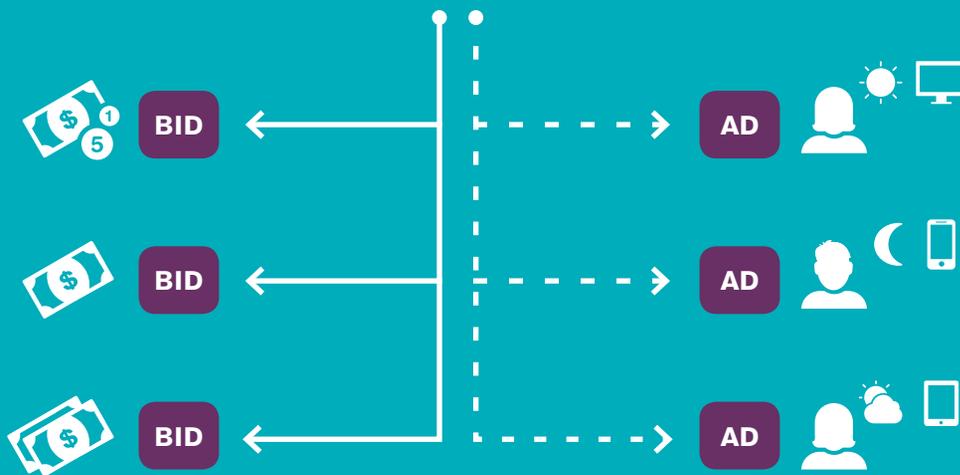


MAXIMIZE CONVERSIONS

DYNAMIC CAMPAIGNS



Machine-Learning Algorithms



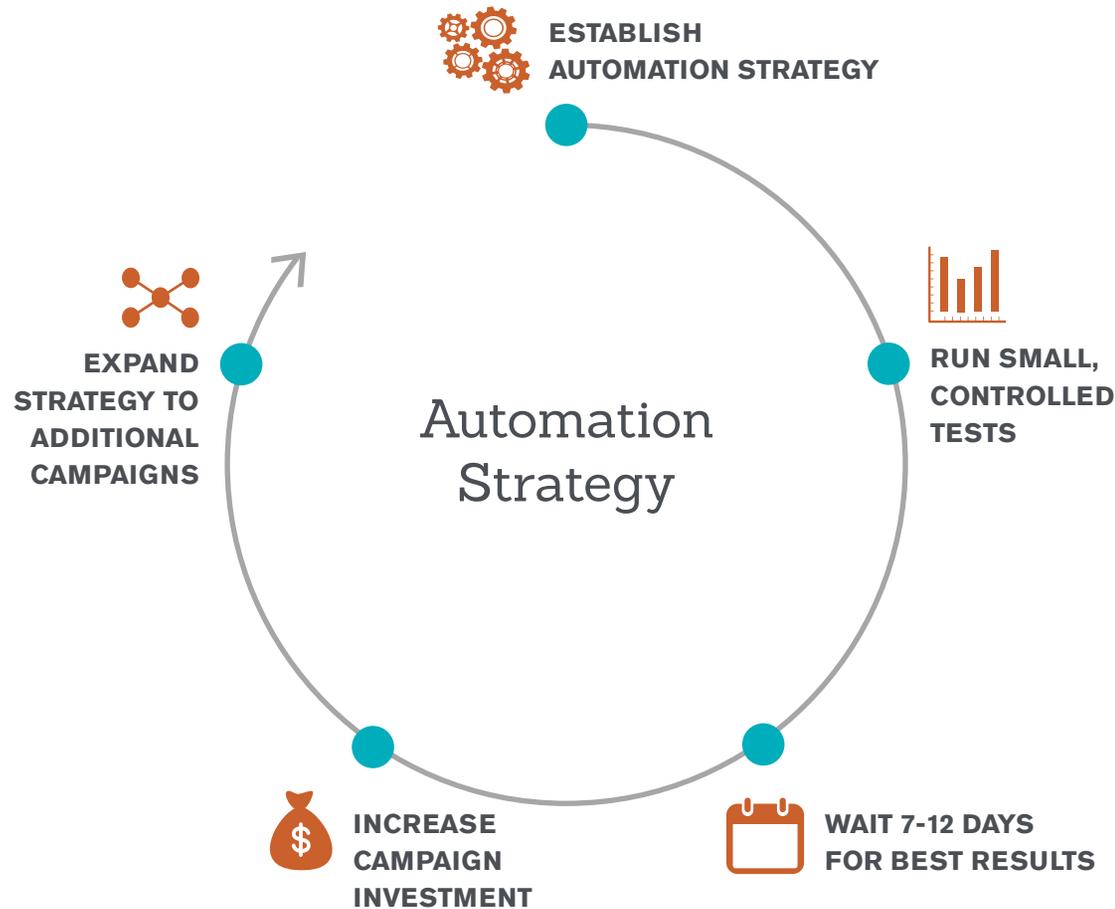
The Approach

In order to get the results of increasing conversions (and click traffic) without just throwing more money at it, the majority of activity used Google's fully automated bidding options like Maximize Conversions (which intelligently sets bids for every auction in real time based on its machine learning algorithms); as well as dynamic campaigns, such as Smart Display and Smart Shopping Campaigns (which leverage those same machine learning algorithms to serve the right ad or product to the right person at the right time).



The Execution

We tested each of the above automation strategies in small, controlled tests within a few campaigns initially. Once results started to prove themselves to be effective (usually between 7-12 days, as the algorithms take some time to learn what works and what doesn't), we increased the investment in each campaign using the automation features and expanded the bid strategies to additional campaigns within the account.





The Results

We saw a 73% increase in conversions, while the conversion rate increased 59%. Along with these improvements, our cost-per-conversion decreased 42%—telling us that Trex's investment was being more effectively spent to target the right people.





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