

Conversion Counts



PPC Case Study

Cycle Bike Hire Digital Marketing Audit Case Study

Client: Cycle Bike Hire

Cycle Bike Hire is a company that has revolutionised the concept of bike rental by providing high-quality electric bikes for both recreational and commute hire applications. The company's main goal is to make cycling more inclusive and accessible to everyone, regardless of their individual fitness level or their daily commute distance. This approach is not only good for the environment, but it also helps people stay active, healthy and productive.



Objective

To achieve its objectives, Cycle Bike Hire approached Conversion Counts for a digital marketing audit. They wanted to increase their ROI and improve the performance of their digital marketing campaigns on Google Ads, Microsoft Ads and Facebook Ads. They also wanted to optimise their ad spend, improve targeting and increase conversions.

Approach

To start the audit, Conversion Counts conducted a comprehensive analysis of the client's digital marketing campaigns. The audit covered various aspects of the campaigns, including ad targeting, keyword optimisation, ad copy, landing page design and call-to-action (CTA)

optimisation. The team reviewed the client's website and landing pages and provided recommendations to improve their performance.

One of the key recommendations was to optimise the ad copy to make it more compelling and relevant to the target audience. The team identified some low-performing keywords and suggested new keywords that would improve the targeting of the ads. They also recommended some changes to the landing page design to make it more user-friendly and improve the conversion rate.

Result

After implementing the recommendations, Cycle Bike Hire saw a significant improvement in the performance of their digital marketing campaigns. The click-through rates (CTRs) increased by 30% and the conversions increased by 25%. The optimisation of the ad spend and targeting resulted in a 20% decrease in cost-per-click (CPC) and a 15% increase in return on ad spend (ROAS).

The audit provided valuable insights and recommendations that helped Cycle Bike Hire achieve its digital marketing goals and improve its ROI. The company was able to reach a wider audience, improve the relevance and effectiveness of its ads and increase its conversions while optimising its ad spend. The results demonstrate the importance of regularly reviewing and optimising digital marketing campaigns to improve their performance and achieve better ROI.

In conclusion, Cycle Bike Hire's partnership with Conversion Counts has been a success story, showcasing the benefits of a well-executed digital marketing audit. The company has been able to leverage the insights and recommendations provided to achieve its digital marketing goals and its customers are benefiting from an improved user experience and more accessible cycling opportunities. As such, we recommend other businesses consider undergoing regular digital marketing audits to gain insights and make data-driven decisions to grow their online presence.

Contact Conversion Counts at <https://www.conversioncounts.com/>