

## Conversion Counts



# PPC Case Study

## Carvel Bros Pay Per Click (PPC) Case Study

### Client: Carvel Bros

Carvel Bros is an online furniture retailer that offers a variety of affordable furniture options for every room in the house, as well as outdoor furniture. Their product line includes coffee tables, bookcases, TV stands and chairs, with styles ranging from traditional to contemporary and modern.



### Objective

Carvel Bros approached Conversion Counts with the objective of increasing their online sales and revenue through Google Ads, Microsoft Ads and Facebook Ads campaigns. They wanted to increase their visibility and attract more relevant traffic to their website, while maintaining a positive return on investment (ROI).

### Approach

To achieve Carvel Bros' objective, Conversion Counts developed a comprehensive digital marketing strategy that focused on optimising their Google Ads, Microsoft Ads and Facebook Ads campaigns.

Firstly, our team conducted a thorough analysis of Carvel Bros' website, product offerings and target audience to understand their unique selling proposition and develop targeted messaging. We also conducted keyword research to identify the most relevant keywords for the campaigns.

Secondly, our team created customised ad copies for Google Ads and Microsoft Ads that highlighted the quality, affordability and variety of Carvel Bros' furniture products. The ads were designed to stand out in search results and attract high-quality clicks.

Thirdly, for Facebook Ads, our team created engaging and visually appealing ad creatives that showcased Carvel Bros' furniture products and appealed to their target audience.

Lastly, Conversion Counts continuously monitored the performance of the campaigns, making data-driven optimisations to maximise ROI and increase online sales.

## Result

Conversion Counts' approach to Carvel Bros' digital marketing campaign resulted in significant improvements in their online sales and revenue.

**Over the course of the campaign, the Google Ads account achieved a 45% increase in click-through rate (CTR) and a 23% increase in conversion rate, leading to a 28% increase in online sales.**

**Similarly, the Microsoft Ads account achieved a 30% increase in CTR and a 17% increase in conversion rate, leading to a 19% increase in online sales.**

**Finally, the Facebook Ads account achieved a 68% increase in click-through rate and a 43% increase in conversion rate, leading to a 32% increase in online sales.**

Overall, Conversion Counts' digital marketing strategy helped Carvel Bros achieve their objective of increasing online sales and revenue while maintaining a positive ROI.

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