



Party Packs PPC Restructure Case Study

Client Overview:

Party Packs is the UK's leading party supplies company specialising in themed and seasonal decorations, fancy dress, partyware and Christmas goods. As well as running a consumer e-commerce site that deals with over 10,000 transactions per month they also wholesale to trade customers. Their primary new business channels are PPC, SEO, social media & affiliates. PPC is the primary sales generator.

Situation:

PPC advertising is critical to the Party Packs business and they have an excellent in-house e-commerce team managing the PPC across Google, Yahoo & Bing. This team was stretched, and recognised that it didn't have enough time to devote to updating, refreshing and reviewing their campaigns. They knew that there was greater efficiency to be achieved within the PPC campaigns as well as higher potential sales volumes, but wanted an external agency to take a fresh look at how to achieve this.

As the client had worked with Search Star before, and trust our expertise and attention to detail, they invited us to review and rebuild the PPC campaigns with the brief of cutting costs and increasing profitable sales.

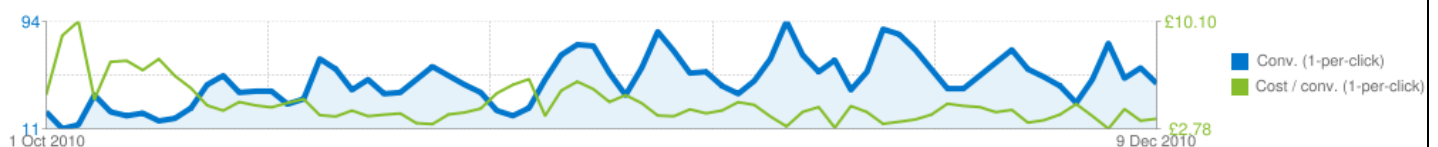
Actions:

Search Star rebuilt every campaign over the course of 4 weeks. Our first job was to ensure that all campaigns & adgroups were clearly & logically structured so the in-house team could easily see what was working and what was not. We then ensured that every product area was represented correctly within the campaign and that all search phrases had relevant adtexts and landing pages. Google's new broad match modifier was added to keywords in all adgroups and each adgroup was given a careful list of negatives to exclude search for products in other adgroups. Campaign negative keywords were reviewed and search query reports revealed new opportunities for both positive and negative keywords. At Search Star we see high sales volumes and low cost per sale as our primary goals (as opposed to high click volumes) so bids were increased or reduced to achieve this. Once this work was complete we added in click to call and sublinks as well as setting up a remarketing campaign to target all Party Packs site visitors. .

The final Adwords account structure contained 19 campaigns, 444 Adgroups, 919 Adtexts & 166,964 keywords. Search Star then extended and adapted the Google campaign structure to Yahoo and MSN with great effect.

Results:

Figure 1. Party Packs Cost vs. Cost/Sale from 1st Oct 2010 to 9th December 2010



- Conversion tracking & Google Analytics showed clearly that Search Star's rebuild increased the PPC sales volumes by 18% year on year and cut overall cost per sale 37%

- On Google Adwords the cost per sale fell by 35%, on Yahoo by 32% & on MSN AdCenter by 67%

Client Quote:

"Thank you for all the work that you have done, we are delighted with the results. The warehouse is working at full speed to get all the orders out and our PPC campaigns are costing us less. You delivered on your promise – more sales for less cost!"

- Katy Griffiths, Ecommerce Manager, Party Packs

