



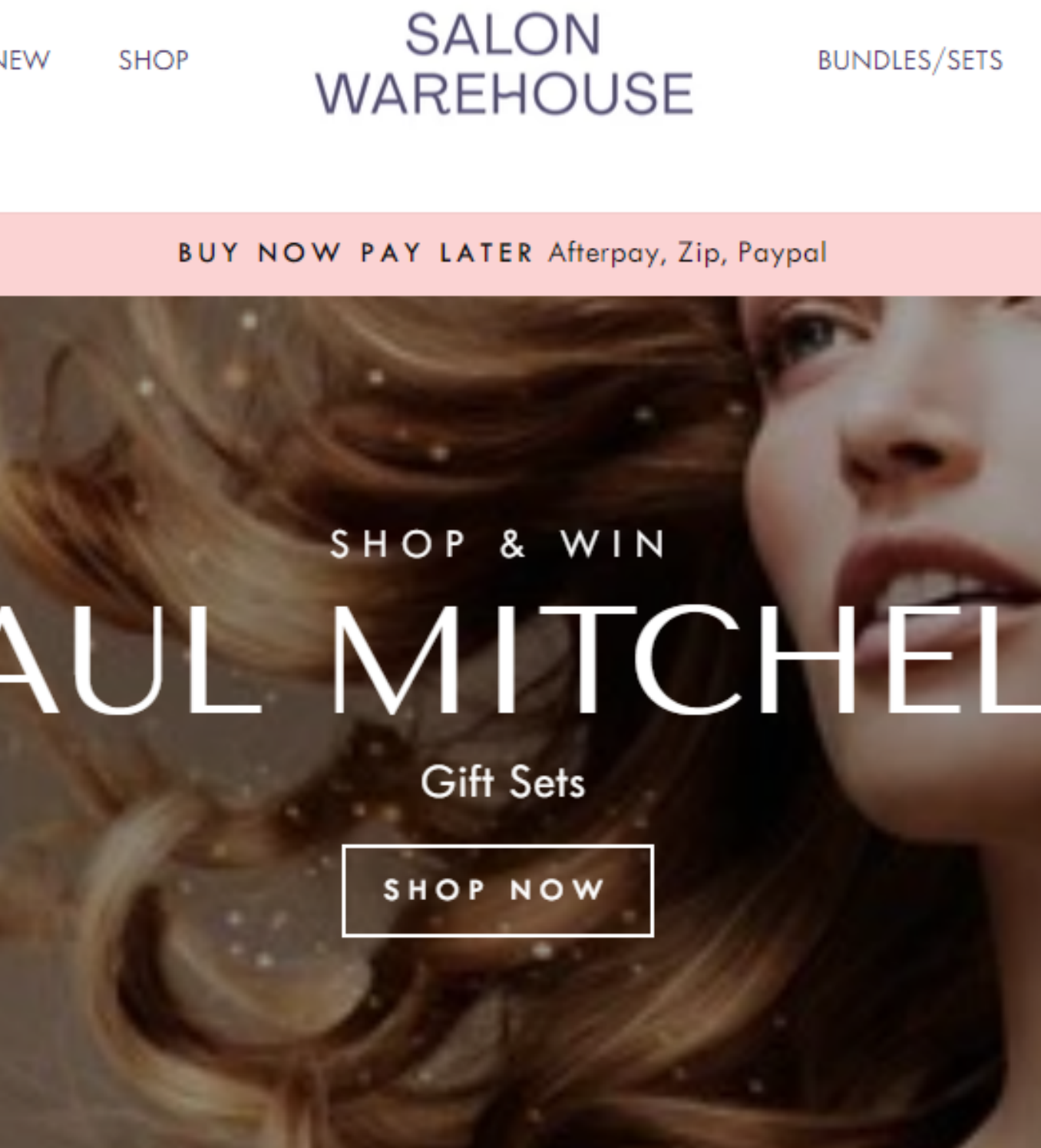
Elite Information Technology

PPC CASE STUDY



salonwarehouse.com.au





BUSINESS PROFILE



About Client Business



Salon Warehouse is created to offer premium hair care products at competitive prices. They believe that everyone deserves affordable options to take care of their hair. Their promise is to deliver quality hair care brands and the best customer service.

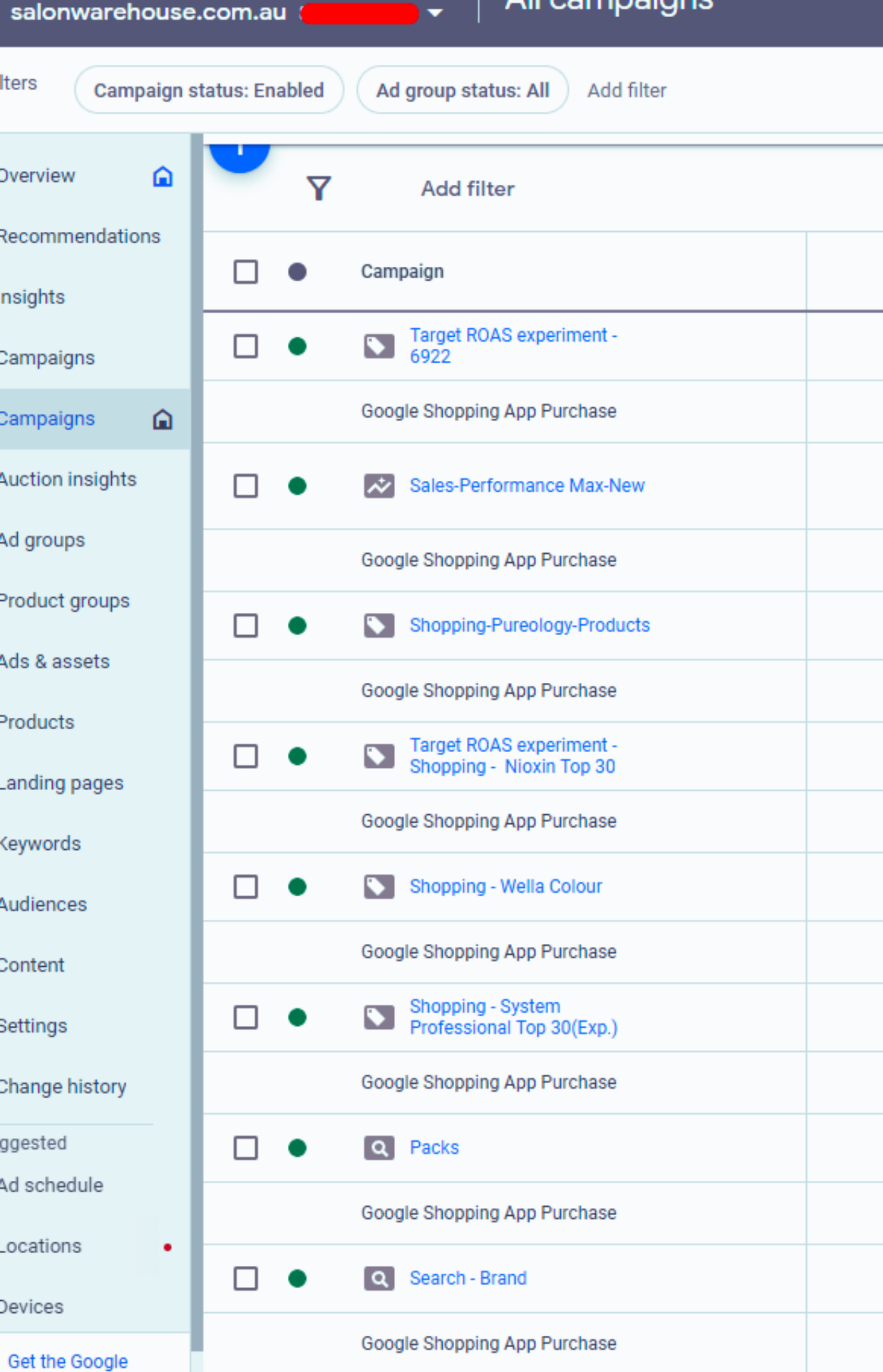


OUR CHALLENGES



- Salon Warehouse had previously worked with a few PPC management agencies that managed their account. They often faced challenges balancing revenue in paid search, returning on ad spend in their competitive niche, and reaching their overall goals. Over time, their overall ROAS had not been increasing as per their expectations and was difficult to manage.
- Salon Warehouse sought out an agency that could help increase their return on ad spend, generate more revenue and get their account back on track.





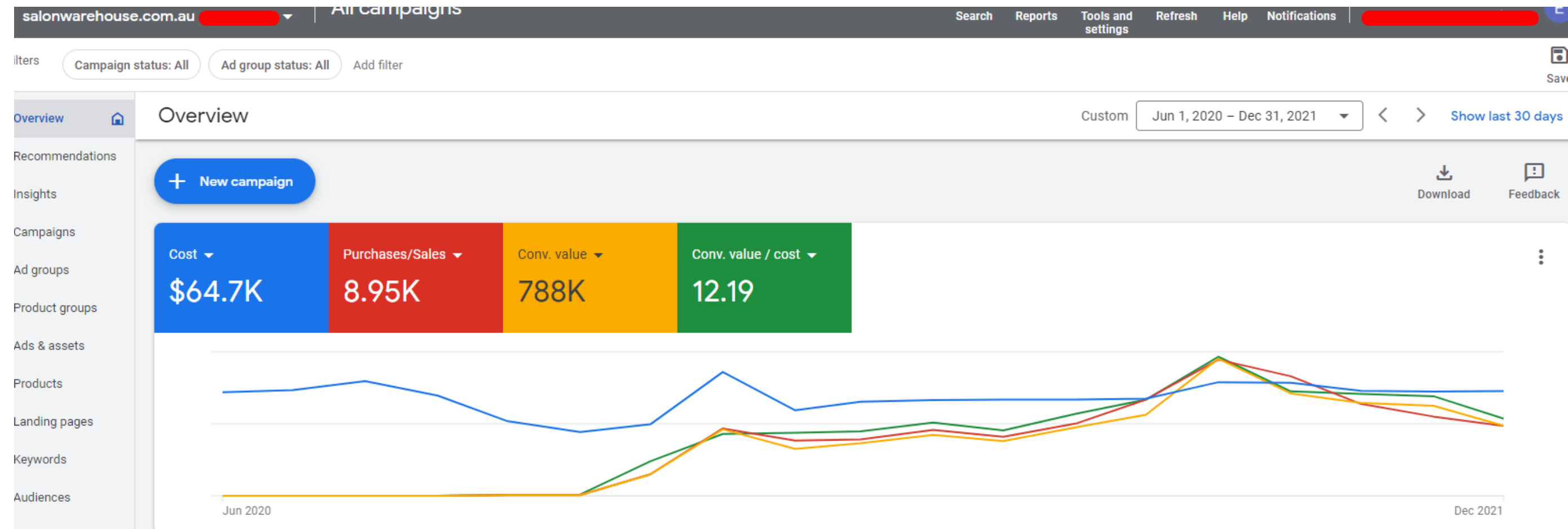
STRATEGY

- Our initial strategy for Salonwarehouse began with optimizing and restructuring their Google Adwords account in order to give us the best opportunity for success. We started with large efforts of analyzing historical search terms, categories, and product performance. Then, we built and segmented their Performance Max campaigns and structured campaigns in a way that allowed for better bid and budget management. After a few months, we saw a significant increase in ROAS.



RESULTS

When We Started the Work



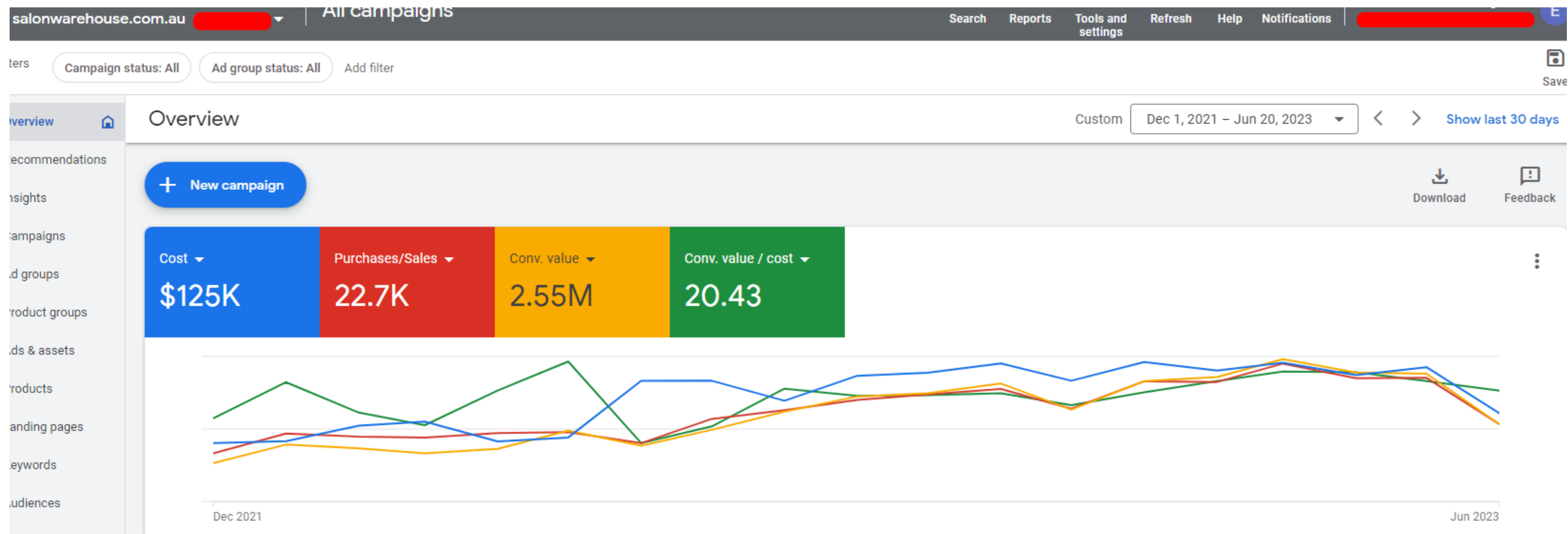
Ad Spend - \$64.7k

Sales - 8.95K

Purchase Value - \$788K

ROAS - 12.19

RESULTS WE ACHIEVED



Ad Spend - \$125k

Sales - 22.7k

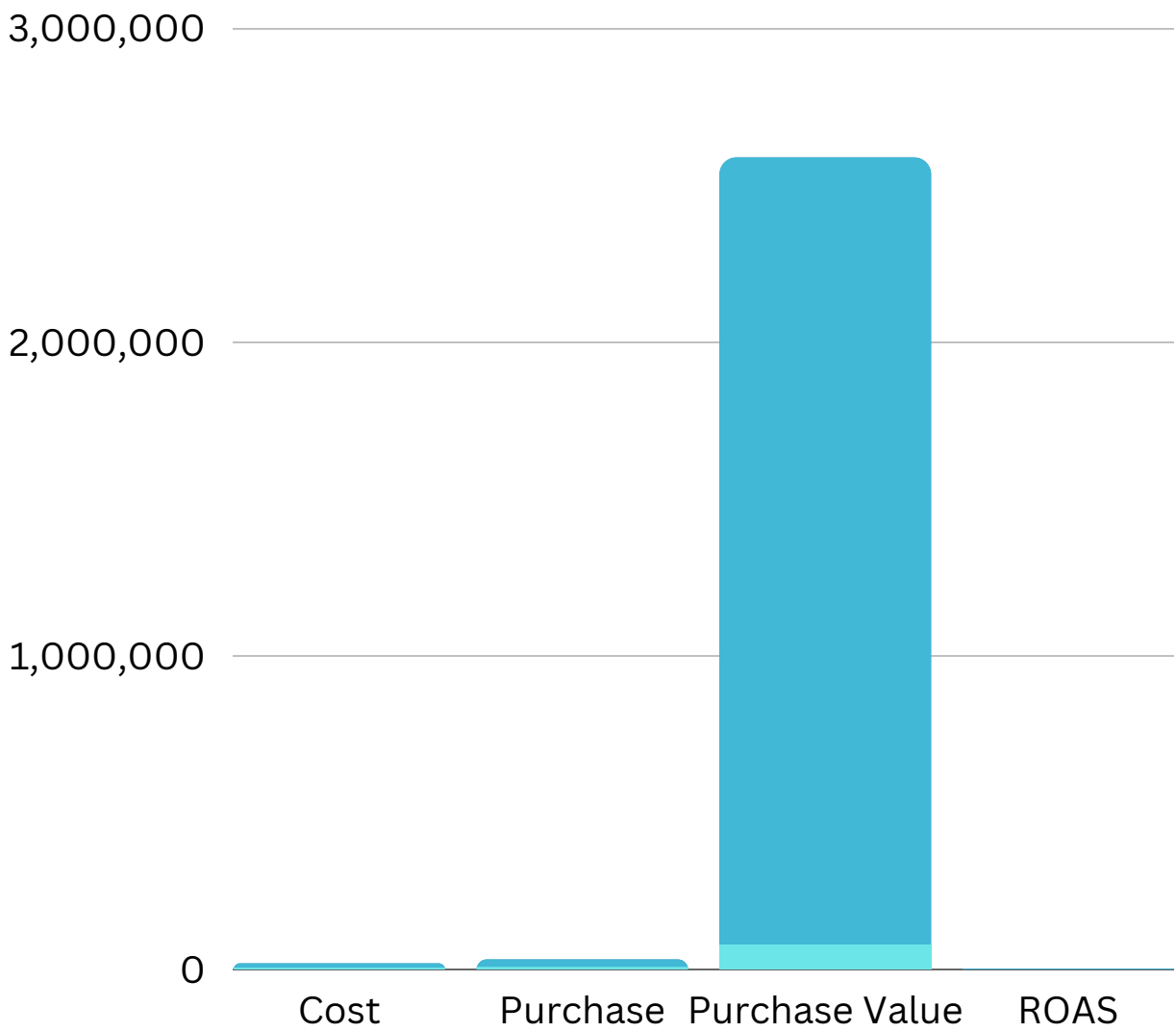
Purchase Value - \$2.55M

ROAS - 20.43

RESULTS SUMMARY

As you checked the result of screenshot at the starting of the work and the final results which we are still achieving right now

At initial **Salon Warehouse** was getting **12 ROAS** but after we start the work, setting up a new campaign, using the correct strategy, and optimizing the campaign on the basis of data we are getting approx **20 ROAS** right now which means there is improvement in **8 ROAS** from initial to current phase.





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THANK YOU

for your attention

Get in touch



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