



# CASE STUDY: GOOGLE ADS CAMPAIGN FOR THE LUXURY HELMETS

Wame

# KEY DISCUSSION POINTS

Client Overview

Objectives

Challenges

Strategy

Implementation

Results

Insights and Recommendations

Conclusion



# CLIENT OVERVIEW

Our client is a luxury helmet manufacturer based in the UK. The helmets are handmade, with well-known clients including Ben Affleck and Ryan Reynolds. The starting price for a helmet is £500-600.



# OBJECTIVES

Correct conversion tracking issues and ensure accurate monitoring.

Develop a clear account structure.

Expand targeting from the UK to the US.

Increase the number of branded search queries and enhance brand awareness.

Achieve growth in conversions and improve campaign efficiency.

# CHALLENGES

Issues with conversion tracking: Three different Purchase conversions were being tracked, none of which were functioning correctly.

Need for a new account structure.

Competition in the luxury segment, where customers expect high quality for a premium price.

# STRATEGY

**Conversion Setup:** The first step was to fix all conversion tracking errors to ensure accurate purchase tracking.

**Account Structure Development:** We developed a clear account structure and added the US to the targeting regions.

**Branded Search Campaigns:** Launched branded search campaigns in both countries to monitor the growth in branded queries.

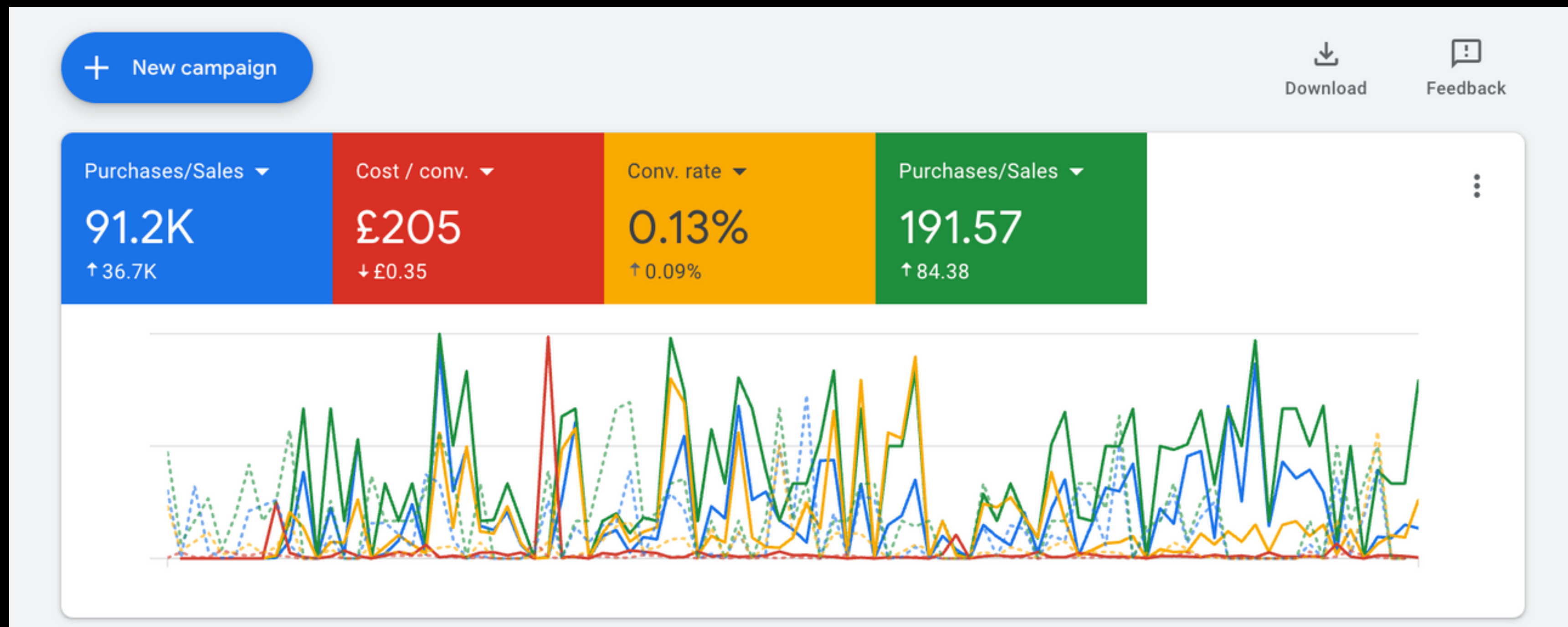
**Generic Search Campaigns & DSA:** Launched generic search campaigns and Dynamic Search Ads (DSA). Negative keywords were added to the DSA campaign to cross-match and work with alpha-beta testing strategies. The DSA campaign gathered data and conversions, which were then added as keywords to the alpha campaign.

**Performance Max Campaign:** Launched a PMax campaign for all products, along with separate campaigns for top categories. However, category-based segmentation did not yield results, so after a month, we consolidated to a single PMax campaign and created shopping campaigns for products in the "Last Chance" category.

**Video & Display Campaigns:** To increase brand awareness and announce new collections, we launched video and display campaigns, using TOFU and BOFU structures. While these campaigns did not generate direct conversions, they contributed to an increase in branded search queries and conversions through branded campaigns.

# RESULTS

- In the first three months, we achieved a 67% increase in conversion value.
- The number of conversions increased by 78%.
- By focusing on relevant campaigns, the conversion rate improved by 244%.



# INSIGHTS

During the campaign, we discovered that although initially segmenting by categories in the Performance Max campaigns did not yield the expected results, subsequently consolidating the campaigns and focusing on products in the "Last Chance" category allowed us to effectively sell off the remaining stock from previous collections while maintaining a steady level of conversions. This highlights the importance of a flexible approach to campaign management, where strategies can be quickly adapted based on early results to better meet the client's current needs.

Additionally, the use of an alpha-beta testing strategy in the DSA campaigns significantly improved the relevance of search queries, thereby enhancing the overall effectiveness of the search campaigns. This approach demonstrated that even in competitive niches, high performance can be achieved by focusing on precise search term management and continuous testing.

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