



CASE STUDY: GOOGLE ADS CAMPAIGN FOR THE OFFICE BOOTHS

Wame

KEY DISCUSSION POINTS

Client Overview

Objectives

Challenges

Strategy

Implementation

Results

Insights and Recommendations

Conclusion



CLIENT OVERVIEW

Client provides innovative solutions for commercial workplaces, offering meeting rooms, confidential call spaces, and quiet zones to enhance productivity and focus.



OBJECTIVES

Expand reach across Europe.

Increase conversions.

Maintain tCPA below £900.

CHALLENGES

The conversions in the account were low-quality micro-conversions.

Chaotic search campaign structure.

High competition with competitors advertising lower prices excluding VAT.

Client don't want to use Performance Max campaigns.

STRATEGY

Restructured Search Campaigns: Organized and optimized search campaigns.

Keyword and Competitor Analysis: Enhanced targeting with comprehensive keyword and competitor data.

Geographical Expansion: Launched campaigns in new European markets.

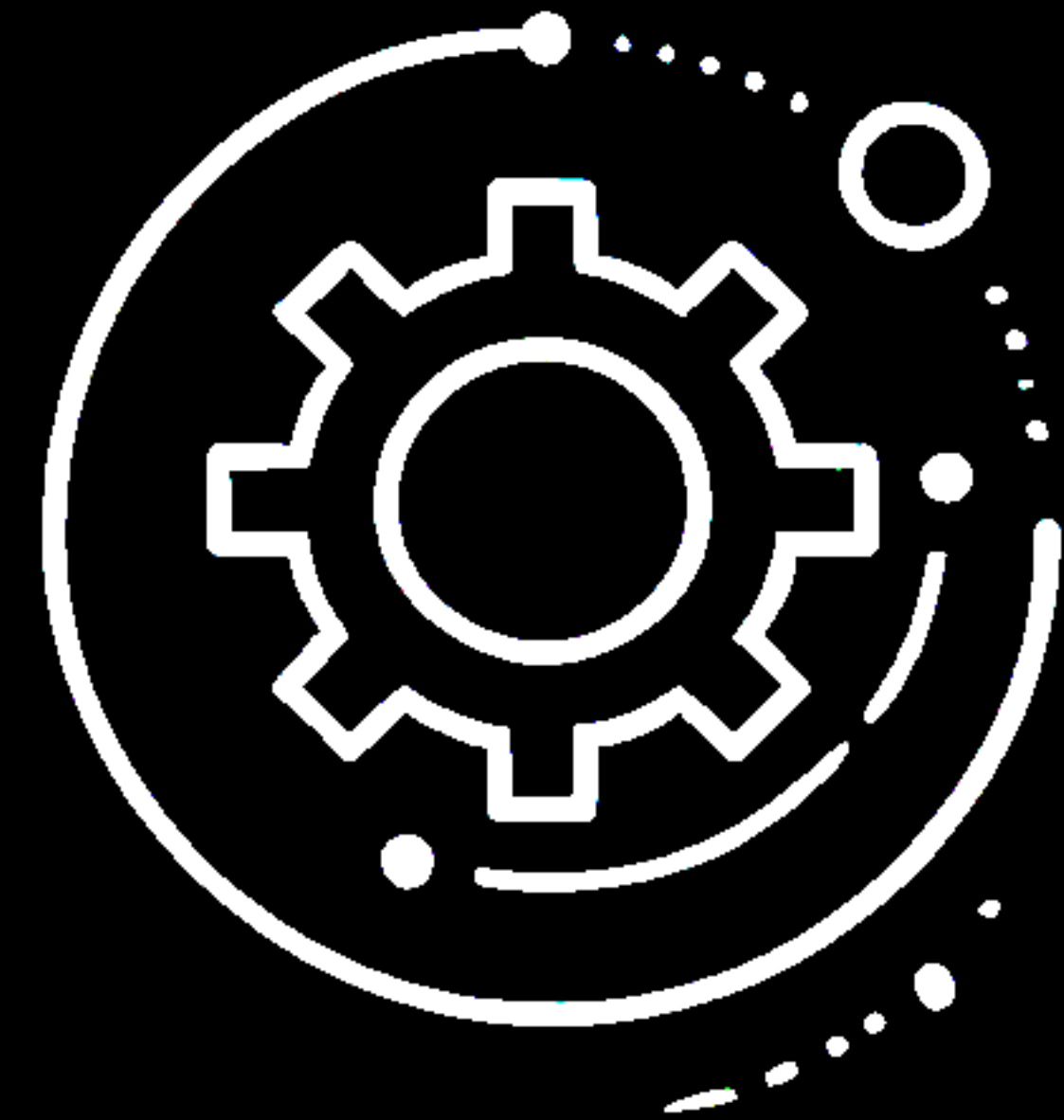
Shopping Campaigns: Divided by product type to address price variations.

Responsive Ads: A/B tested multiple responsive ads per ad group.

IMPLEMENTATION

Phase 1: Two months restructuring and launching in new countries.

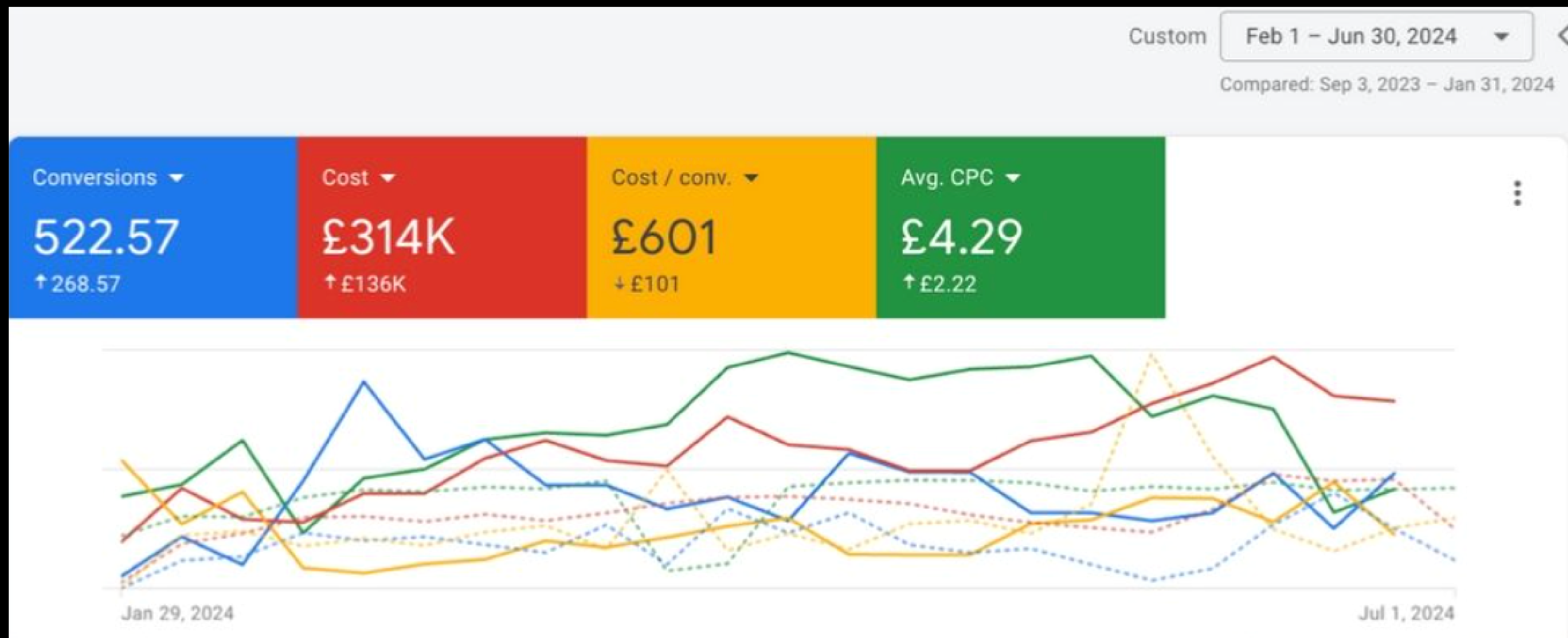
Phase 2: Two months focused on optimization using varied auto bid strategies, meticulous feed management, and extensive A/B testing.



RESULTS

Initial (Sept '23 - Jan '24): 253 conversions, £171K cost, £706 CPA, 71.41% search impression share.

Current: 522 conversions, £314K cost, £601 CPA, 73.51% search impression share (including Shopping).



INSIGHTS

Competitor Landscape:

Increased competition required manual
CPC adjustments.

Shopping Campaign Management

Daily management to exclude
irrelevant search terms. We also
started using a script that automated
this task.

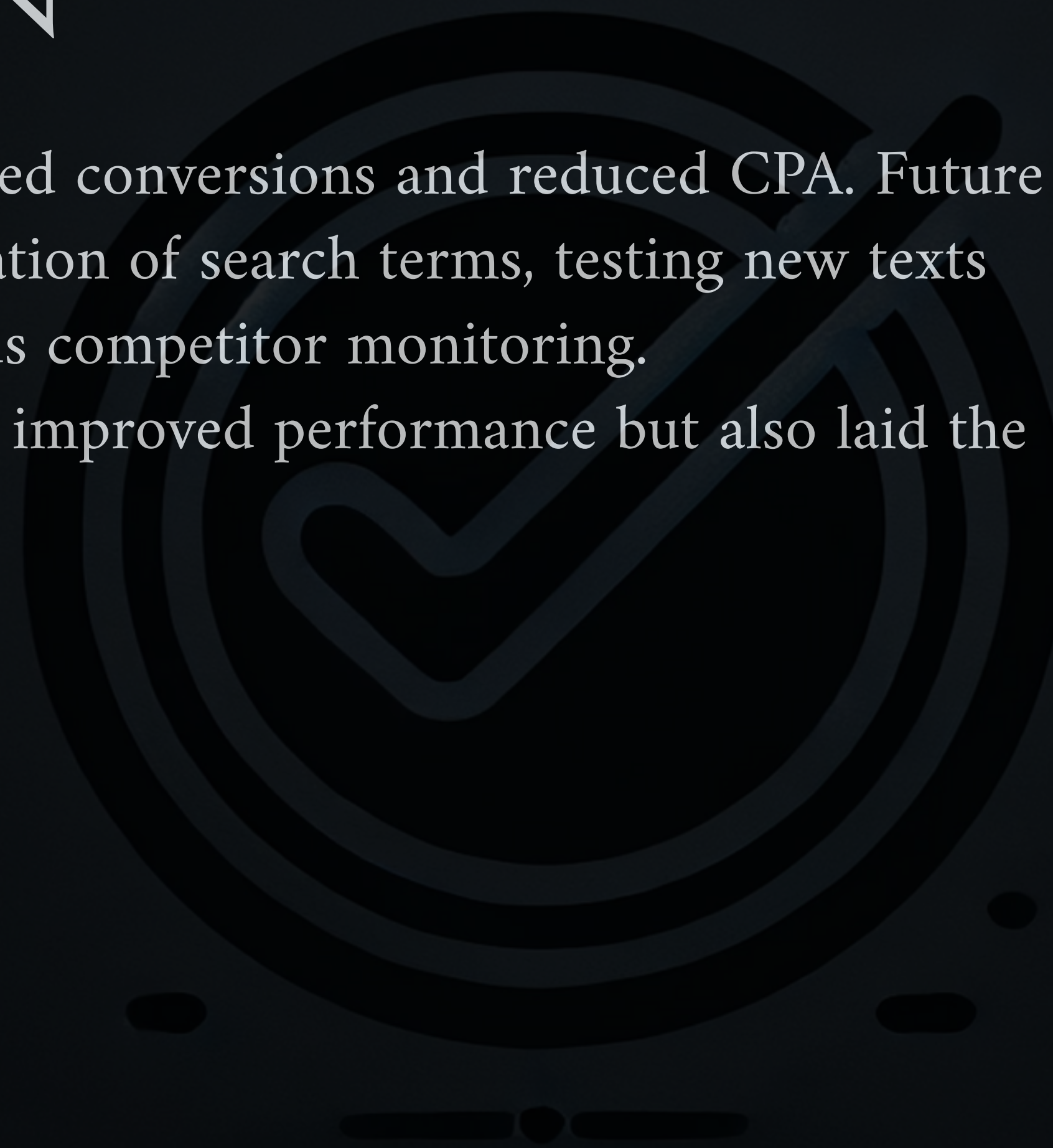
Diversification

Display and DemandGen
campaigns boosted traffic and
conversions.

CONCLUSION

The campaign significantly increased conversions and reduced CPA. Future efforts will focus on daily optimization of search terms, testing new texts (for ads and titles), and continuous competitor monitoring.

This structured approach not only improved performance but also laid the groundwork for ongoing success.



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