



Case Study

Client Background

This client carries an extensive array of CTC small parts, valves, rotors, syringes as well as L-MARK vials and caps. They came to us to use Google Ads as a tool to generate sales for their business.

The Process

We tested multiple campaigns based on the various product categories listed on the website until we found the winning campaign. Because of the broad spectrum of products, utilizing negative keywords was especially important here. Ultimately, we found the greatest success when we created Dynamic Ads based on the product pages. We also do continuous A/B split testing on the ad copy to ensure we get the best CTR for the campaign.

Most of their products cost hundreds of dollars and customers usually order in bulk, so one conversion typically leads to a high quantity sale.

The Results:

Conversions: 38 Phone Calls: 48 Avg. Cost/Conv: \$169 Avg Sale: \$300+

Campaigns

Campaign	Budget	Status	↓ Conversions	Cost / conv.	Conv. rate	Phone calls	Cost	Clicks	Impr.	CTR	Avg. CPC
Vials, Caps + Mixed Desktop	\$20.00/day	Eligible	38.00	\$89.31	2.83%	27	\$2,947.08	1,166	38,365	3.04%	\$2.53
CTC Parts and Accessories-Updated	\$6.00/day	Eligible	3.50	\$107.52	2.20%	0	\$376.31	159	2,478	6.42%	\$2.37
Syringes - June 2019	\$10.00/day	Eligible	1.50	\$645.61	0.36%	2	\$968.41	416	11,848	3.51%	\$2.33
HPLC Valve products	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$497.97	130	4,222	3.08%	\$3.83
Valco Valves	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$72.51	12	148	8.11%	\$6.04
Models Products with Search Volume	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$379.51	79	1,273	6.21%	\$4.80
Models Non CTC Versions	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$458.78	60	2,066	2.90%	\$7.65
Liquid Handling Syringes	\$15.00/day	Eligible	0.00	\$0.00	0.00%	19	\$744.00	1,169	41,382	2.82%	\$6.64
Total: All enabled campaigns			38.00	\$169.59	1.19%	48	\$6,444.57	3,191	101,782	3.14%	\$2.02


Top Ad Groups

Ad group	Status	Conversions	Cost / conv.	Phone calls	Conv. rate	Imp.	Clicks	CTR	Avg. CPC	Cost	Conv. value	Conv. value / cost
Viols, Caps + Mixed Desktop - dynamic ad group	Eligible	24.50	\$9.46	1	19.14%	1,161	128	11.02%	\$1.81	\$231.82	7,130.00	30.76
Viols	Eligible	3.00	\$651.59	15	0.44%	29,609	688	2.32%	\$2.84	\$1,954.78	0.00	0.00
GC Values	Eligible	3.00	\$36.65	3	6.12%	817	49	6.00%	\$2.24	\$109.94	0.00	0.00
	Eligible	2.50	\$149.42	7	1.97%	2,935	182	6.20%	\$2.05	\$373.55	430.50	1.15

Top Ads


Ad	Status	Expanded dynamic search ad	Clicks	CTR	Avg. CPC	Cost	Conv. value	Conv. value / cost
Dynamically generated heading Dynamically generated display URL Competitively priced high quality lab grade replacement parts and products. keeps inventory on hand for quick order turnaround. Find your parts here!	Approved	Viols, Caps + Mixed Desktop - dynamic ad group	119	10.88%	\$1.86	\$221.33	21.50	
Dynamically generated heading Dynamically generated display URL Superior quality lab replacement parts and products with competitive pricing & discounts. ensures the best prices with fast turn around. Find your parts here!	Approved	Viols, Caps + Mixed Desktop - dynamic ad group	9	13.43%	\$1.17	\$10.49	3.00	
Dynamically generated heading Dynamically generated display URL are priced competitively and ship out same day. Find all of your chromatography equipment and parts here. Find replacement parts now!	Approved	Expanded text ad	112	6.89%	\$1.93	\$215.90	2.50	
High Quality Viols Made in USA and Germany Right Dimensions, Inertness and Clean. Find all of your chromatography equipment and parts here. Find Top Rated Viols Now!	Approved	Expanded text ad	451	3.58%	\$2.45	\$1,102.86	2.00	
Dynamically generated heading Dynamically generated display URL products are priced competitively and shipped out same day. We maintain inventory to get replacement parts to your lab faster.	Approved	Expanded text ad	15	7.46%	\$3.01	\$43.20	1.00	

Top Landing Page




Superior Customer Service

- + offers same-day shipping on all in-stock products.
- We provide no hassle returns and easy exchanges for all of our products.



Competitive Pricing and Discounts


- offers some of the best pricing in the chromatography supply industry.
- We have aggressive bulk discounts available across all of our product lines and brands.



Products of the Highest Quality

- only supplies products that meet our strict QA standards and controls.
- We work with the best manufacturers to distribute only first-grade supplies.

Shop All Products

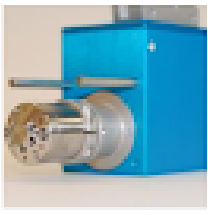


PAL3 Autosamplers

RTC -

RSI -

LSI -




CTC Parts & Accessories

PALXT -

PAL 3 -

Specialty -

CTC -




Syringes

GC Syringes -

HPLC Syringes -

Syringe Components -

Other (large volume) -



Viols and Caps

Viols -

Caps -

Inerts -

Miscellaneous -

Conclusion

Because they have a large product inventory and their target keywords being so broad, we pivoted to Dynamic Ads which leveraged their landing page content as a basis for keyword targeting. This strategy can help improve quality scores and ultimately lower costs. For long term success, it's important to do continuous testing with a Google Ads campaign. Over time, we've been able to continuously show positive traction for our client's Google Ads campaign and generate positive ROI.