



## **INDUSTRY**

eCommerce  
Business Model

## **CLIENT**

One of our eCommerce  
business clients based in the  
UK outsourced their PPC  
marketing project to  
Isynbus

## **OBJECTIVE**

Designing a digital  
programme, which could  
enhance Conversion rate  
and improve Effective  
revenue share percent

# KEY ISSUES FACED BY THE CLIENT:

## Account Structure

Campaigns were not set up properly. The shopping campaign was underperforming due to the absence of bid management. Also, the shopping feed had not been optimized for a long time. The description of the product, which is the most crucial part of the feed, was not written properly.

## Bid Management

In the absence of campaign management and low bid management, most of the keywords were not reaching the auction stage and were not getting enough traffic.

## Search Query Filtration

Search query filtration is one of the most important factors so far as optimization for higher ROI is concerned. This was an issue.

## Website

Most of the products were not in their parent category due to which they were unable to grab the attention of consumers

# OUR STRATEGIC APPROACH:

On the basis of our detailed analysis, we developed a strategic approach to achieve our goal of improving the ERS. A summary of this approach is mentioned below:

## **Product Feed Optimization**

To improve the ERS, we started with product feed optimization using the specific guidelines of Google Shopping feed laid out by Google. Every product's title, description, size, availability etc. were written keeping in mind the relevant search term for the client's products

## **Product Categorization on Website**

We categorized the products ourselves and asked our client to make those changes on their website. In order to make the site more user-friendly, we even made some changes in the website such as improving its speed, checkout time, payment method etc.

## **Search Query Filtration**

We took the data of the last 6 months and filtered out the irrelevant search queries on the basis of our understanding.

## **Bid Management**

We took help and basic ideas from Google trends and optimized the bid in order to get more traffic.