



# +66% MORE SALES FOR A TECH STARTUP

## CASE STUDY

An Australian tech startup had been using Search Engine Marketing (SEM) for a few years as the single largest sales channel.

At the moment they were struggling to achieve profitable growth. Their SEM account showed little improvement in key metrics over the previous year.

**+66%**

increase in  
sales

**-11%**

decrease in  
CPA

**+136%**

increase in  
CVR

**+51%**

increase in  
CTR

### SUMMARY

Sales increased with 66% after twelve months, while Cost Per Acquisition (CPA) decreased with 11%. These results were an important part of realising a Series B funding for the company.

### WHAT I DID

#### Setup

After taking charge I started to completely re-structure their account based on the existing data:

- Created campaigns for branded keywords, generic keywords and each one of their services
- Split out campaigns based on location and device targeting
- Conducted keyword analysis and significantly expanded their keyword list

#### Ongoing Optimisation

From there I started to optimise their SEM account on an ongoing basis:

- Created a custom attribution model and optimised the bids of all keywords
- Setup a testing structure and continuously optimised their ad copy's and landing pages
- Pulled keyword data and expanded their keyword and negative keyword lists
- Analysed overall site traffic and consulted on product changes

### RESULTS

By improving the targeting and relevancy of the campaigns, key metrics improved significantly after 12 months.

