

- To achieve high sale volumes at low CPAs, PPC was used to enable key marketing messages to be distributed very quickly. Taking advantage of seasonal pushes and any online promotions which can be reflected in ad copy and key phrases used in the campaign. For bagga Menswear this resulted in a massive increase in ROAS (over £25 return for every £1 spent) and halved the average CPA.
- bagga Menswear now achieve over 1000% ROI on a monthly basis from their website and have seen an 86% improvement in its visibility across the search engines.

Top tips for driving ROI focused sales through PPC by Tug:

As an online retailer competing in a tight margin business, Truffle Shuffle approached Tug to manage their PPC advertising campaign with the aim of developing a more profitable and accountable marketing plan.

- Tug developed an extensive PPC campaign on Google and Yahoo! using only very specific, product related keywords in hundreds of tight ad groups.
- Specific, relevant ad creative was developed for every available t-shirt whilst PR efforts were coordinated weekly to test integrated ad creative.
- Tug removed all broad keywords even if they could drive sales volume and concentrated only on keywords that convert under £5.25.
- Tug used DART bid management software to set strict Position and ROI rules, capturing revenue and reporting weekly on profitability at the keyword level.
- The campaign delivered a 3000% ROI, with the average PPC cost per sale totaling £1.25. In December 2007, Tug drove 2,605 sales – an average of 1.5 t-shirts per basket and the campaign continues to run, delivering 60% of Truffle Shuffle's sales.

