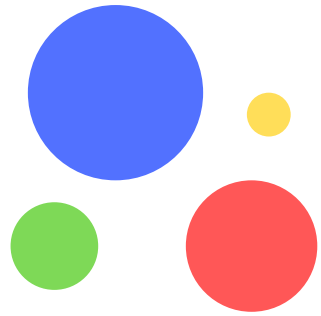


CASE STUDY


MEDIAMAGIC & HUTTRONICS



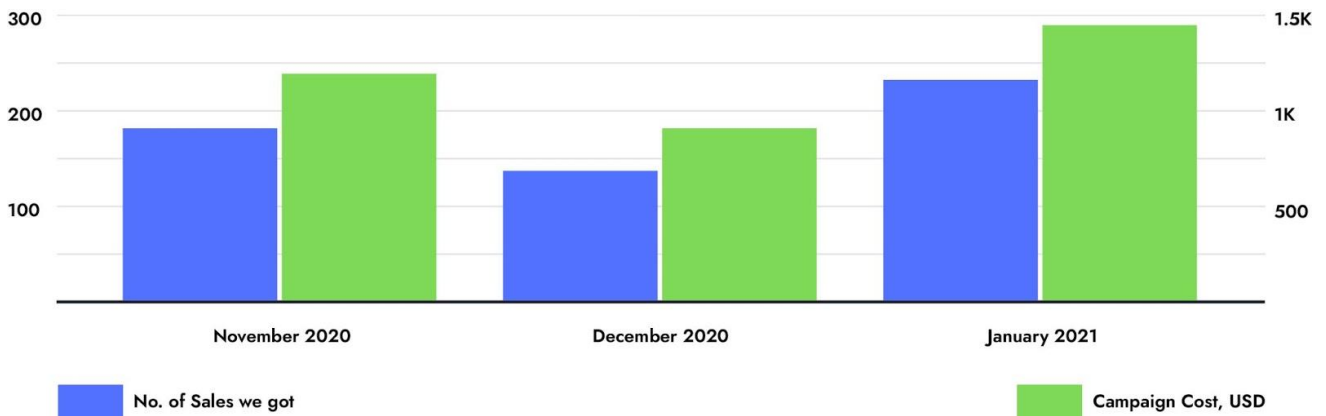
 **Services:** Google Shopping Ads

 **Industry:** Electronics

HUTTRONICS

 **Objective:** Get more Sales at minimal cost

 **Website:** huttronics.com



Campaign Results



CLIENT GOALS

stated before the MediaMagic Team

The client's main goal was to generate a good number of sales at a minimum cost. Initially, the client was already running a few campaigns, and as it is a competitive niche, the campaign generated a few conversions but at a high cost. Therefore, they wanted us to increase the number of sales but at a low CPA. Huttronics is one of our happy clients & we are managing all of their PPC campaigns, including Google ads, for better results.

SOLUTION AND RESULTS



The targeting sector was the commercial sector, and the goal was to sell our product to the company looking to buy LED signs. Basically, it is the B2B industry. The client was already running 2 campaigns - Smart Shopping and Search with good history therefore, we planned to use that data. But yes, there were some mandatory changes in the campaigns to improve the performance, as there was a drop in conversion.









We planned a strategy & implemented it to meet our client's product sales goal through a Smart Shopping & Search campaign. In the shopping campaign, we optimized their already targeted products effectively to increase conversion at a minimal cost. And in the search campaign, we selected the most searched keywords from the keyword planner & restructured the ads. Later, as per the audience that we had collected, we also started retargeting them.

MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	Conversions	CTR	Avg.CPC	Cost / conv.	Cost
Jan 2021	4,003	435,847	239	0.92%	\$0.36	\$6.05	\$1,446.79
Feb 2021	4,079	507,799	225	0.8%	\$0.39	\$7.07	\$1,590.71
Mar 2021	5,078	486,260	349	1.04%	\$0.43	\$6.27	\$2,189

TOP PERFORMING PRODUCTS


Shopping Campaign

Item ID	Image	Title	Product status	Price	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversions	Cost / conv.
shopify_us_1727381110830_161		Uber Lyft LED Sign, Bright Lights, Wireless, Removable, Rechargeable	Ready to serve	\$34.99	1,844	150,386	1.23%	\$0.40	\$746.56	133.00	\$5.61
shopify_us_1831694237742_166		Uber LED Sign, Bright LED Lights, Wireless, Removable, Rechargeable	Ready to serve	\$34.99	1,471	104,175	1.41%	\$0.42	\$616.18	90.00	\$6.85
shopify_us_1831664418862_166		UBER Lyft LED Sign, USB Rechargeable Lithium Ion Battery - Hutteronics	Ready to serve	\$29.95	461	52,865	0.87%	\$0.47	\$218.17	48.00	\$4.55
shopify_us_1727380684846_161		Lyft LED Sign, Bright LED Lights, Wireless, Removable, Rechargeable	Ready to serve	\$29.95	615	63,735	0.96%	\$0.32	\$198.98	39.00	\$5.10
shopify_us_1727381241902_161		Uber Eats LED Sign, Bright Lights, Wireless, Removable, Rechargeable	Ready to serve	\$34.99	1,127	110,950	1.02%	\$0.26	\$291.30	33.00	\$8.83
shopify_us_1831688863790_166		Uber Lyft LED Sign, Bright LED Lights, USB Rechargeable - Hutteronics	Ready to serve	\$34.99	429	65,590	0.65%	\$0.40	\$172.36	29.00	\$5.94
shopify_us_1727380881454_161		Lyft LED Sign, Bright LED Lights, Wireless, Removable, Rechargeable	Ready to serve	\$34.99	702	78,157	0.90%	\$0.25	\$176.38	25.00	\$7.06
shopify_us_1727381733422_161		Uber Lyft LED Sign, Bright LED Lights, Wireless - Hutteronics	Ready to serve	\$34.99	303	55,819	0.54%	\$0.40	\$121.08	24.00	\$5.05

AD SAMPLES

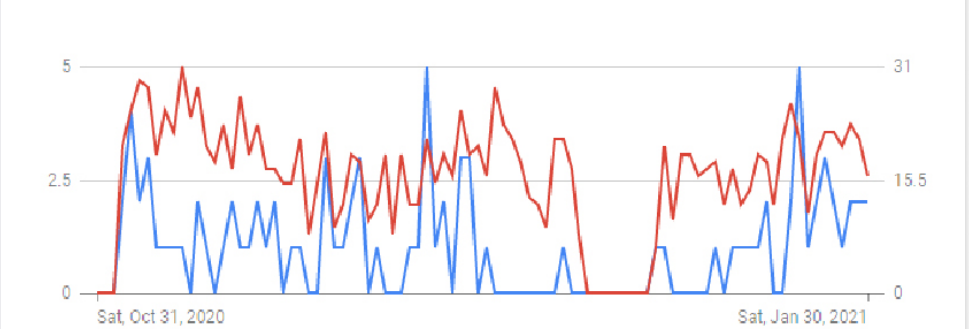
Shopping Ads

Preview ?

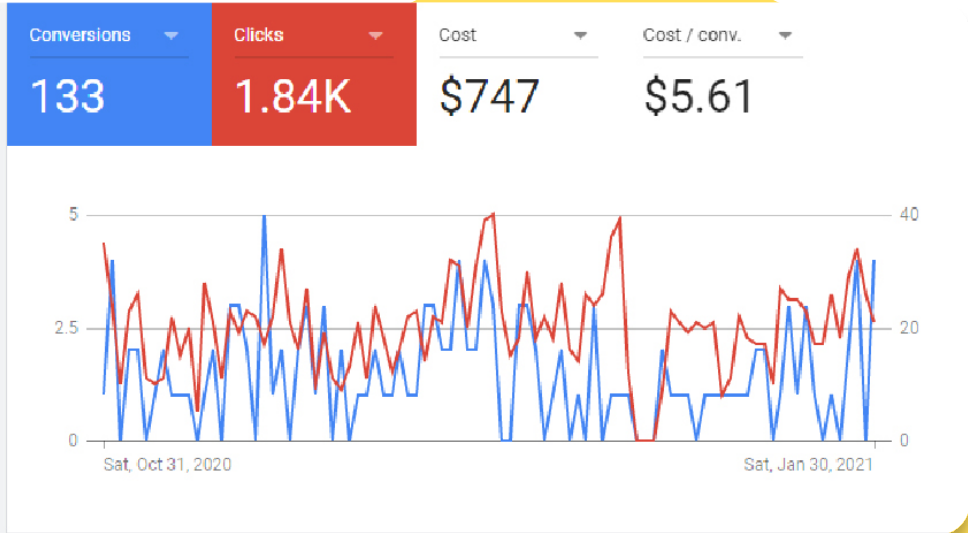
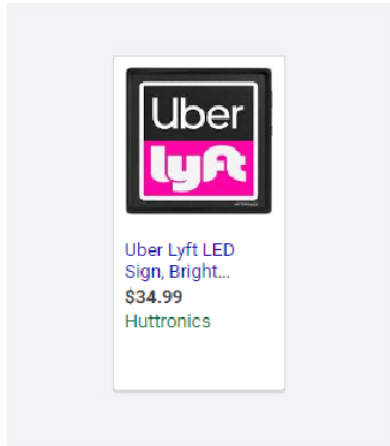


Uber LED Sign, Bright LED Light...
\$34.99
 Hutteronics

Conversions	Clicks	Cost	Cost / conv.
90	1.47K	\$616	\$6.85



Preview



AD SAMPLES

Text Ads

Ad	Ad group	Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
Huttronics Rideshare LED Sign Order and Get 10% Off Today Maximum Visibility www.huttronics.com/LED_Sign/Buy_Now Make Sure every Passenger can Spot You in Seconds with this Stylish LED Rechargeable Sign! Energy Efficient LED's to Shine Day or Night. No Annoying Tangle's of Wire. Highly Durable	Rideshare LED Sign	Uber Lyft Sign - Manual - Profit - 40	33	138	23.91%	\$1.99	5.00	\$13.15	\$65.73
Huttronics Rideshare LED Sign Order and Get 10% Off Today Maximum Visibility +6 more www.huttronics.com/LED_Sign/Buy_Now Make Sure every Passenger can Spot You in Seconds with this Stylish LED Rechargeable Sign! Energy Efficient LED's to Shine Da...	Huttronics	Uber Lyft Sign - Manual - Profit - 40	47	128	36.72%	\$0.78	4.00	\$9.19	\$36.77
Huttronics Rideshare Sign Enjoy Free Shipping 100% Satisfaction Guaranteed www.huttronics.com/LED_Sign/Buy_Now These LED Sign's take it to another Level and are Perfect for any Rideshare Driver. Made of High Quality PVC Plastic Material and Spill Resistance. Order Yours Today!	Rideshare LED Sign	Uber Lyft Sign - Manual - Profit - 40	22	106	20.75%	\$2.35	4.00	\$12.94	\$51.76

Ad	Ad group	Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
Huttronics Rideshare LED Sign Order and Get 10% Off Today Maximum Visibility www.huttronics.com/LED_Sign/Buy_Now Make Sure every Passenger can Spot You in Seconds with this Stylish LED Rechargeable Sign! Energy Efficient LED's to Shine Day or Night. No Annoying Tangle's of Wire. Highly Durable	Huttronics	Uber Lyft Sign - Manual - Profit - 40	77	175	44.00%	\$0.77	22.00	\$2.69	\$59.11
Huttronics LED Sign Grab the 10% Offer Today Fast Free Shipping www.huttronics.com/LED_Sign/Buy_Now Let us Lighten the Way to Easier Pickups, Drop Offs, and Runs as you Work Hard on the Road. Our Items are Designed, Built, and Manufactured with Real Users in Mind. Order Today!	Huttronics	Uber Lyft Sign - Manual - Profit - 40	22	49	44.90%	\$0.72	6.00	\$2.63	\$15.80
Huttronics Rideshare Sign Enjoy Free Shipping 100% Satisfaction Guaranteed www.huttronics.com/LED_Sign/Buy_Now These LED Sign's take it to another Level and are Perfect for any Rideshare Driver. Made of High Quality PVC Plastic Material and Spill Resistance. Order Yours Today!	Huttronics	Uber Lyft Sign - Manual - Profit - 40	66	177	37.29%	\$0.55	6.00	\$6.02	\$36.10



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