



360 Fitness Superstore:

Location based
PPC Advertising with
Google Search, Display
& shopping network

Client:

The San Francisco Bay Area dealer of quality treadmills, ellipticals, home gyms, rowing machines, bikes and fitness accessories for over 36 years.

Challenge:

The target was to increase sales of fitness equipments using remarketing, display, search and shopping campaigns. Also had to handle holiday sales campaigns.



Execution:

We restructured Google AdWords account to improve non-branded conversions. Implemented new campaigns and stopped the dead ones. Implemented better shopping, remarketing and display campaigns to improve brand awareness and conversions at once.

Approach:

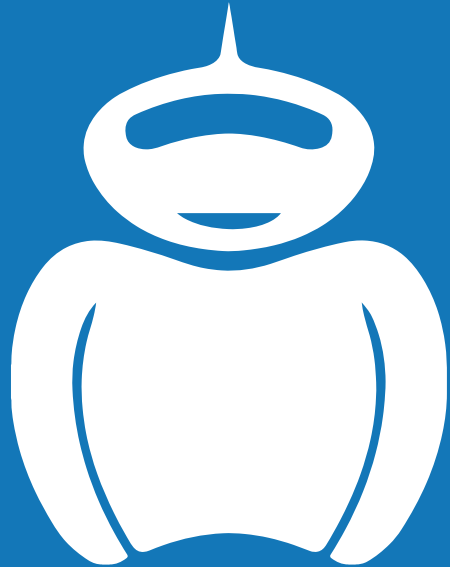
- Landing page & keyword optimization
- Ad scheduling
- Add extension usage
- Ad copy changes
- Quality score improvement
- Location and device bid adjustment

Sales Oriented Landing Page

Results:

Below are the results achieved after just 4 weeks of PPC management...

- 36% increase in ad impression share
- 70% increase in ecommerce sales
- 40% decrease in cost per acquisition
- 60% better CTR for DSK campaigns



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