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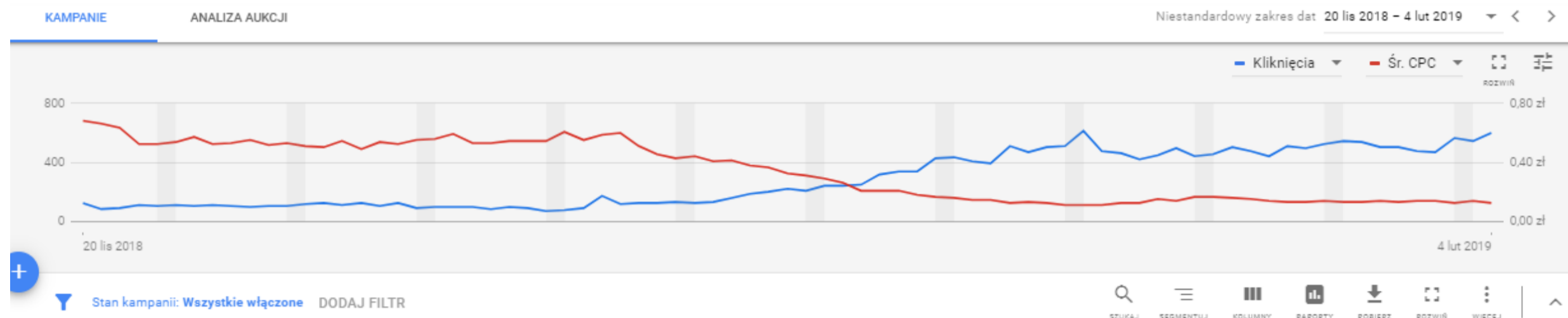
**Case Study**

CPC reduced by 81%



## Effects achieved

In order to achieve the best results, the artificial optimizer was connected at the moment that we launched our campaign – it allowed us to **reduce cost per click on the ad by 81%**, and thus **increased overall clicks by nearly 423%**. Today, we have achieved the reduction from the market rate of 0,68zł to **0,13zł**. For example, with 4000zł and a 0.68zł click rate, we could generate 5882 visits to the website - at a reduced rate at 0.13zł though, it would be 30,769 entries. That means that with the same amount of investment, we can possibly generate **24,887 more entries**.



## Actions taken

Within the budget of 2,700zł, we have prepared for our client a Google Ads campaign in the search network and a product campaign. The main conversion we had to acquire was selling through the online store basket.



Kampania	Grupa reklam	Typ aukcji	Stwierdzono	Wzrost	Wzrost	Wzrost	Wzrost	Wzrost	Wzrost	Wzrost	Wzrost
Google Zakupy Zabawki	Google Zakupy_20181...	Odpowiednia	Zakupy Google	563 945	15 780	2,80%	0,14 zł	2 264,94 zł	2 335,67	0,97 zł	
search_wybrane_produkty_mobile	search_wybrane_prod...	Ograniczona z powodu budżetu	Szukaj	40 164	2 482	6,18%	0,38 zł	931,26 zł	106,50	8,74 zł	
search_wybrane_produkty_desktop	search_wybrane_prod...	Ograniczona z powodu budżetu	Szukaj	40 617	1 729	4,26%	0,48 zł	823,73 zł	74,60	11,04 zł	
search_dynamiczna_desktop	search_dynamiczna...	Ograniczona z powodu budżetu	Szukaj	50 465	889	1,76%	0,59 zł	521,45 zł	31,50	16,55 zł	
search_brand	search_brand_20181...	Odpowiednia	Szukaj	3 661	719	19,64%	0,35 zł	255,23 zł	156,36	1,63 zł	
Łącznie: wszystkie włączone kampanie				698 852	21 599	3,09%	0,22 zł	4 796,61 zł	2 704,63	1,77 zł	
Łącznie: konto				87,88 zł dziennie	1 293 006	2,04%	0,25 zł	6 512,47 zł	2 835,03	2,29 zł	



## Our strategy

We based our strategies on current trends - we split up the sponsored links campaign for a dedicated campaign for mobile devices and computers. This solution allowed us to optimally adjust different device expenses – and thanks to that, we were able to obtain lowest possible CPC with highest sales. Link breakdown has also enabled us to accurately monitor the effectiveness of conducted actions and determine which channel will get us more valuable conversions. In this case, it turned out to be the mobile version of the website, through which the largest number of orders was placed.

Przegląd

Kampanie	Koszt	Konwersje	Koszt konw.
Google Zakupy Zabawki	2 264,94 zł	2 335,67	0,97 zł
search_wybrane_produkty_mobile	931,26 zł	106,50	8,74 zł
search_wybrane_produkty_desktop	823,73 zł	74,60	11,04 zł
search_dynamiczna_mobile	627,26 zł	38,40	16,33 zł
search_dynamiczna_desktop	521,45 zł	31,50	16,55 zł

Szukane słowa kluczowe	Koszt	Kliknięcia	CTR
+zabawki +kraków	121,70 zł	265	9,52%
+duplo +klocki	99,83 zł	226	2,25%
+interaktywne +pieski	82,53 zł	179	4,13%
+duplo +klocki	72,23 zł	205	4,12%
+zabawki +miki	65,63 zł	110	11,25%

Wyszukiwania	Słowa
lol surprise	lego duplo
anekke	lego friends
anekke torebki	lego mincraft
lego city	lego technic
klocki lego duplo	klocki duplo
torebki anekke	
playmobil policja	playmobil
lalki barbie	lol
butla z helem	baby born
szumisie	hel do balonów
piesek interaktywny	barbie
lalka lol	enchanted

# Contact our specialist

Feel free to contact us - if you have questions,  
we will gladly answer them.

We guarantee full support and consultancy at every stage  
of using Skalium.

Best regards, Skalium Team

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