



# Huttronics

<https://huttronics.com/>

**GOOGLE ADS - CASE STUDY**

# APPROACH

## About Huttronics

Huttronics is a United States-based company in California that provides products like high visibility lighted rideshare signs and gig economy accessories mainly used to eliminate many of the common hassles - parking problems, customer identification issues, and more.

As it is a competitive industry especially when it comes to search engine results, therefore, they were looking to start a Google Ads campaign that would reduce the cost per click while still generating website sales. Huttronics is one of our happy clients and we are managing all of their PPC campaigns including Facebook for better results.

## Performance Phase

**Objective:** Sales at a minimal cost

**Location:** USA

**Targeting** - The main targeting sector was the commercial sector as our main focus was to promote the products to the company looking to buy LED signs to make their brand or name more visible while their employees are making the delivery or working. The targeting was initially done in 2 ways i.e. through a Shopping & Search campaign.

In the shopping campaign, we started advertising their already existing products in a better way and besides this, we selected the most searched keywords from the keyword planner which were relevant to our service and created a search campaign for it. Later on, as per the audience that we have collected, we also started retargeting them.

## **Recommendation & Execution**

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 out a strategy and executed the project in 4 stages to meet our client's product sales goal through our Google Ads campaigns.

**Stage I** - Understanding the Business and Identification of **Top products & best performing Keywords**. We segregated the top keywords and products into separate ad groups in order to bid high. We paused the non-performing keywords. We also did some bid adjustments in order to reduce the cost & created new ad copies in the smart shopping campaign.

**Stage II** - Added new keywords from the keywords planner in the search campaign, analysis of the search query report & added negative keywords in the campaign in order to save the budget. In the shopping campaign, we tested new ad content & banners. At this stage, we also increased the campaign Budget as per the good performance.

**Stage III** - After collecting enough performance history and sales started refining low CTR ads by editing the ad copies with dynamic "Countdown Timer" and keyword insertion. Then we have done some competitive analysis so that we can update the campaign as per the competitions. We also did location bidding and increased the bid of the best performing and reduced for the low-performing ones. In the shopping campaign, we have set the ROI limit to 500.

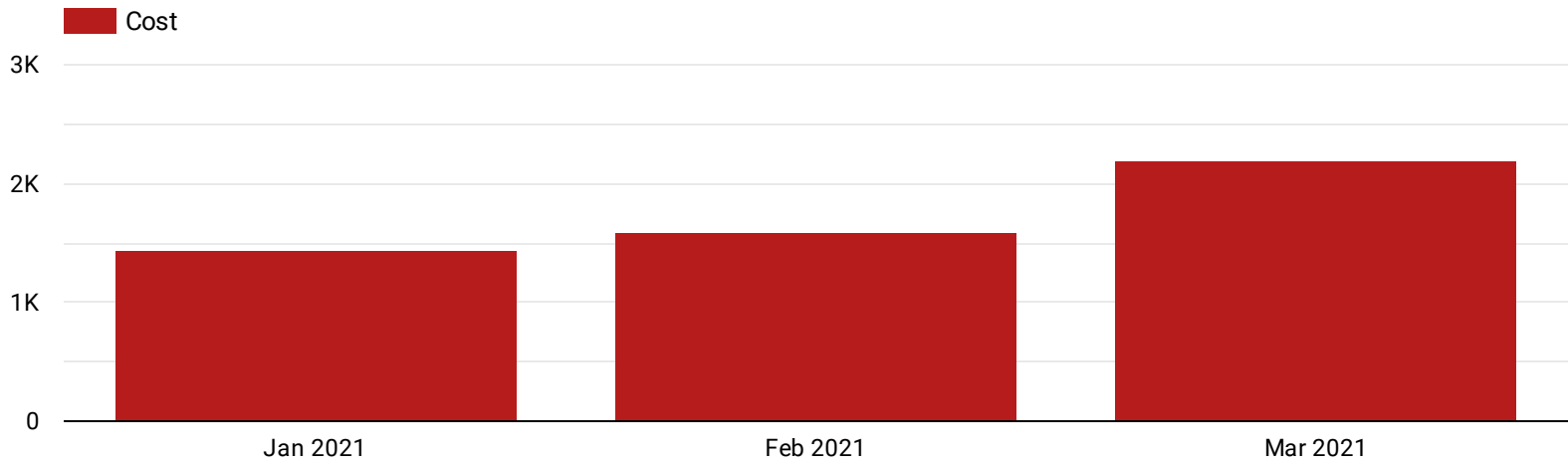
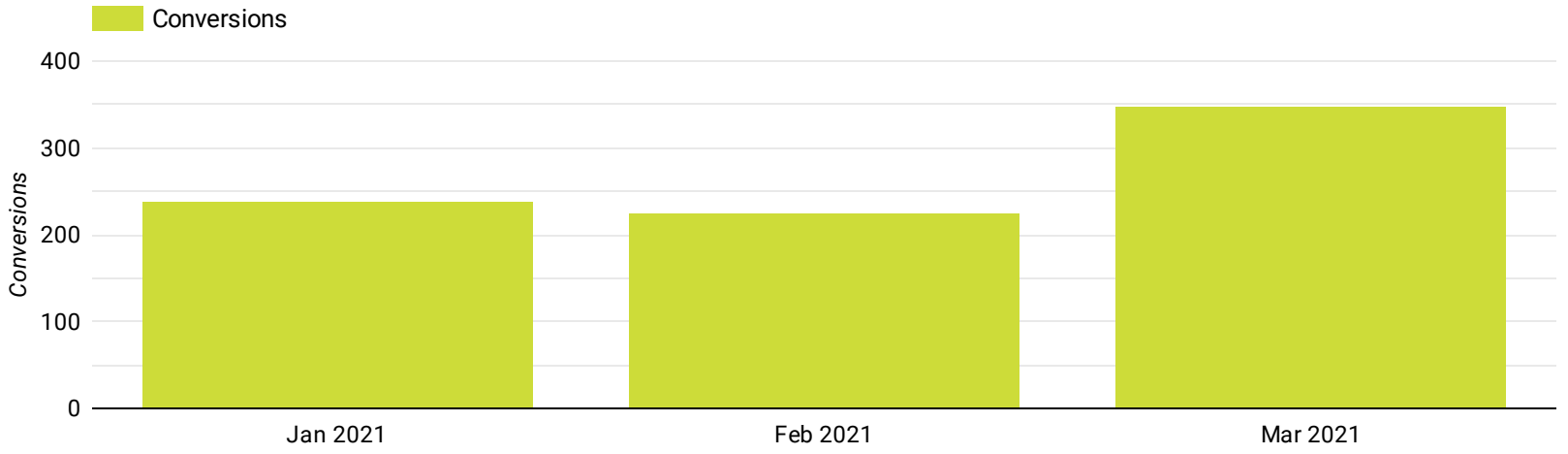
**Stage IV** - We created a new remarketing campaign to retarget the audiences who left without purchasing.

# CONVERSION RESULTS - SALE

Jan 1, 2021 - Mar 31, 2021

	Month ▾	Conversions
1.	Mar 2021	349
2.	Feb 2021	225
3.	Jan 2021	239

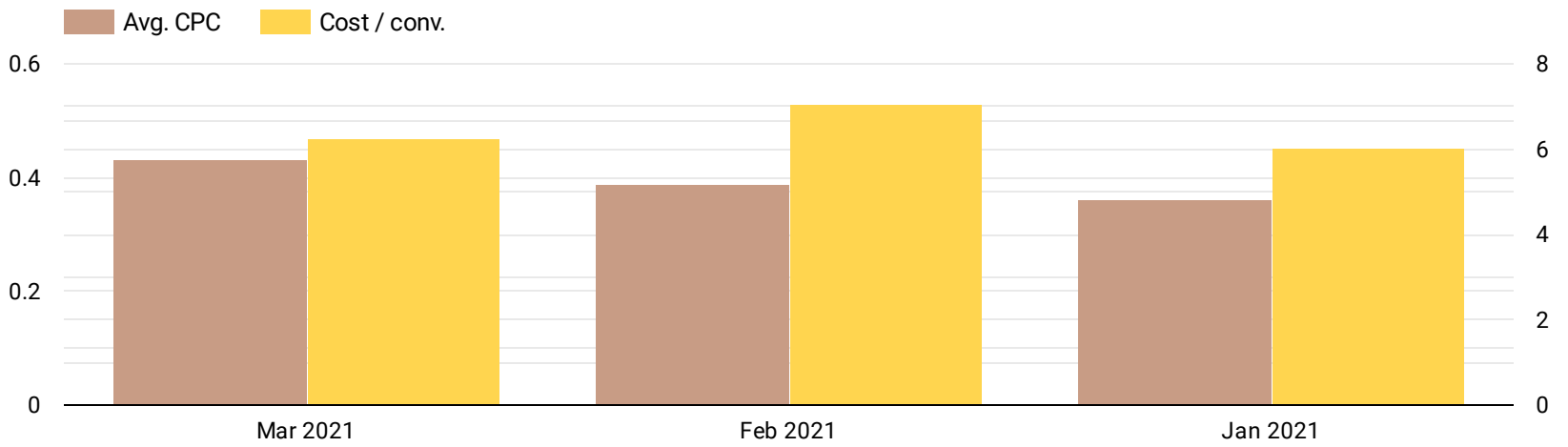
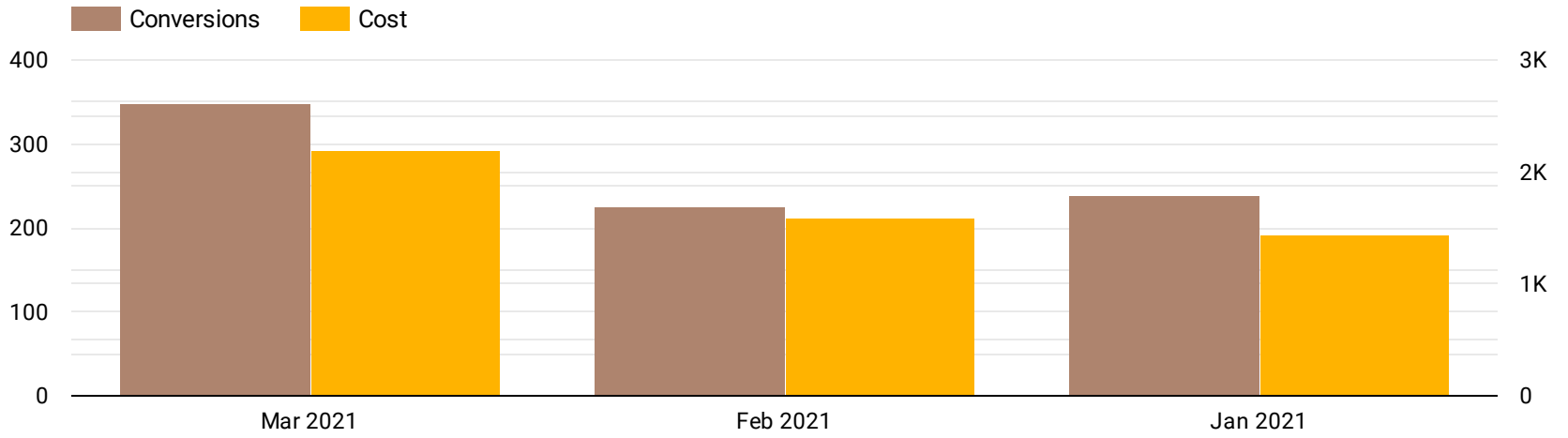
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# CAMPAIGN PERFORMANCE









Jan 1, 2021 - Mar 31, 2021 ▼








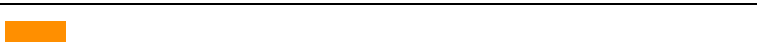
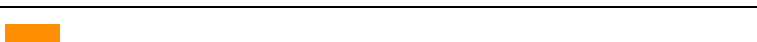
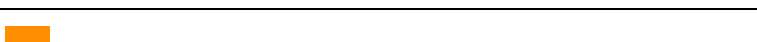
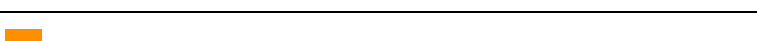
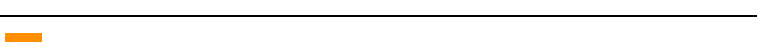
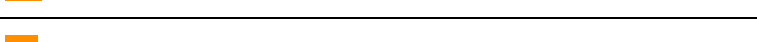
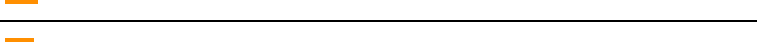
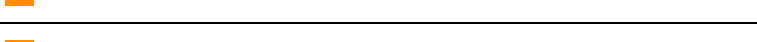
Month ^	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost / conv.	Cost
Jan 2021	4,003	435,847	239	0.92%	\$0.36	\$6.05	\$1,446.79
Feb 2021	4,079	507,799	225	0.8%	\$0.39	\$7.07	\$1,590.71
Mar 2021	5,078	486,260	349	1.04%	\$0.43	\$6.27	\$2,189



# PRODUCTS AND KEYWORDS TARGETING

## Top Performing Products (Shopping Campaign)

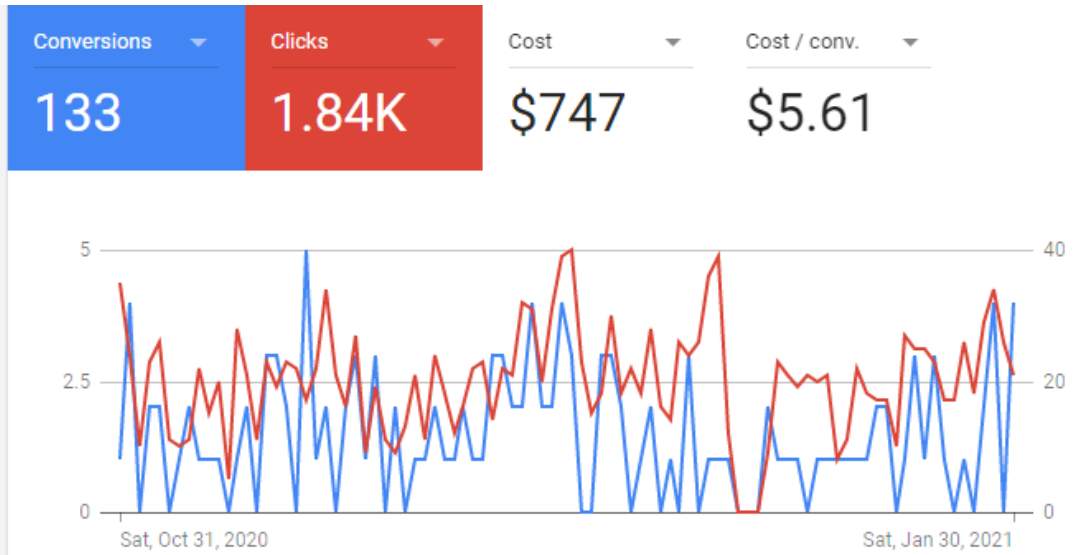
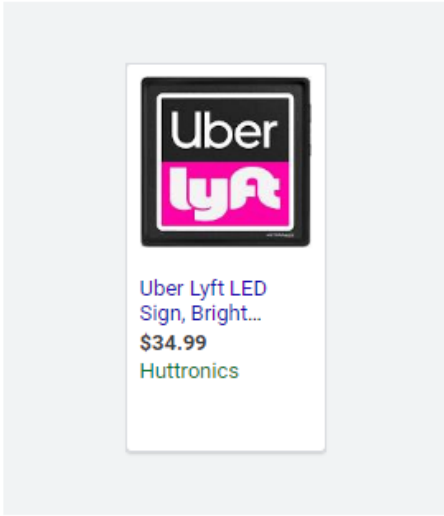
Item ID	Image	Title	Product status	Price	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conversions	Cost / conv.
shopify_us_1727381110830_161		Uber Lyft LED Sign, Bright Lights, Wireless, Removable, Rechargeable	Ready to serve	\$34.99	1,844	150,386	1.23%	\$0.40	\$746.56	133.00	\$5.61
shopify_us_1831694237742_166		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 - Huttronics	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 LED 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 - Huttronics	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 - Huttronics	Ready to serve	\$34.99	303	55,819	0.54%	\$0.40	\$121.08	24.00	\$5.05

Search keyword		Clicks ▾
1.	huttronics	
2.	+rideshare +led +sign	
3.	rideshare led sign	
4.	uber and lyft sign	
5.	+doordash +led +sign	
6.	doordash led sign	
7.	uber lyft light	
8.	uber eats light up sign	
9.	+uber +eats +light up +sign	
10.	+uber +lyft +led +sign	
11.	+uber +lyft +lighted +sign	
12.	rideshare driver	
13.	uber eats led sign	
14.	uber lyft light up sign	
15.	+uber +eats +led +sign	

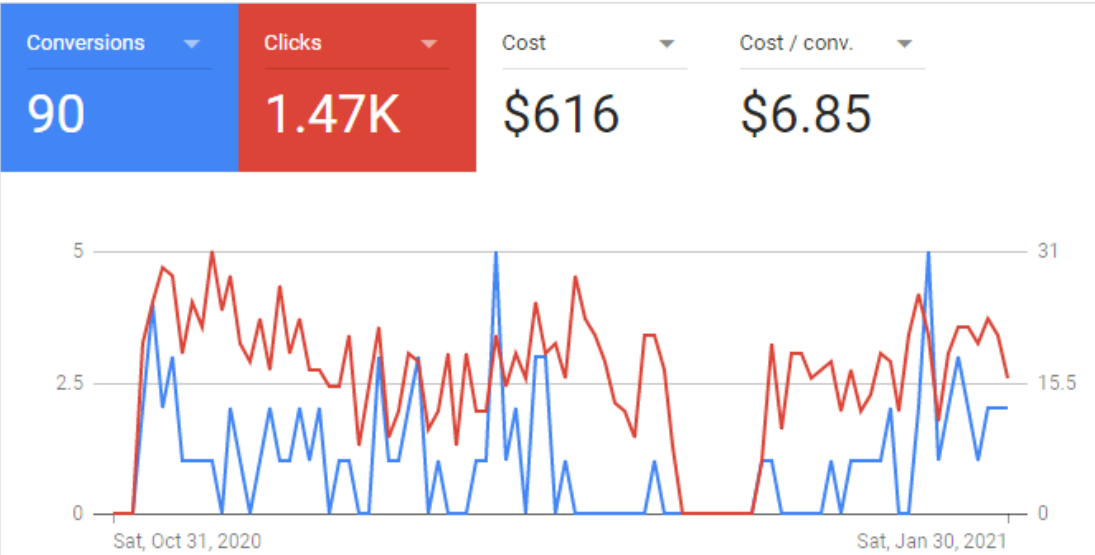
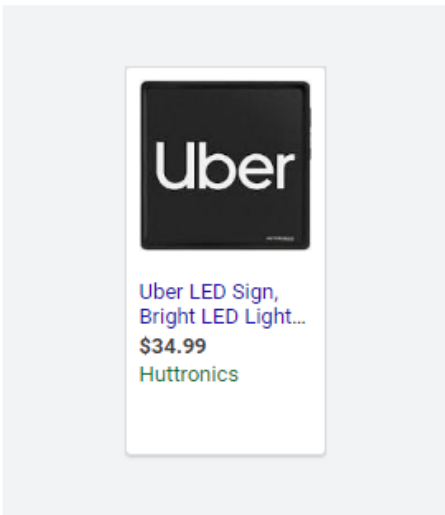
# AD SAMPLES

## Shopping Ads

Preview ?



Preview ?



## 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 <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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 <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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 <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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
Huttronics Rideshare LED Sign   Order and Get 10% Off Today   Maximum Visibility <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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 <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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 <a href="http://www.huttronics.com/LED_Sign/Buy_Now">www.huttronics.com/LED_Sign/Buy_Now</a> 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