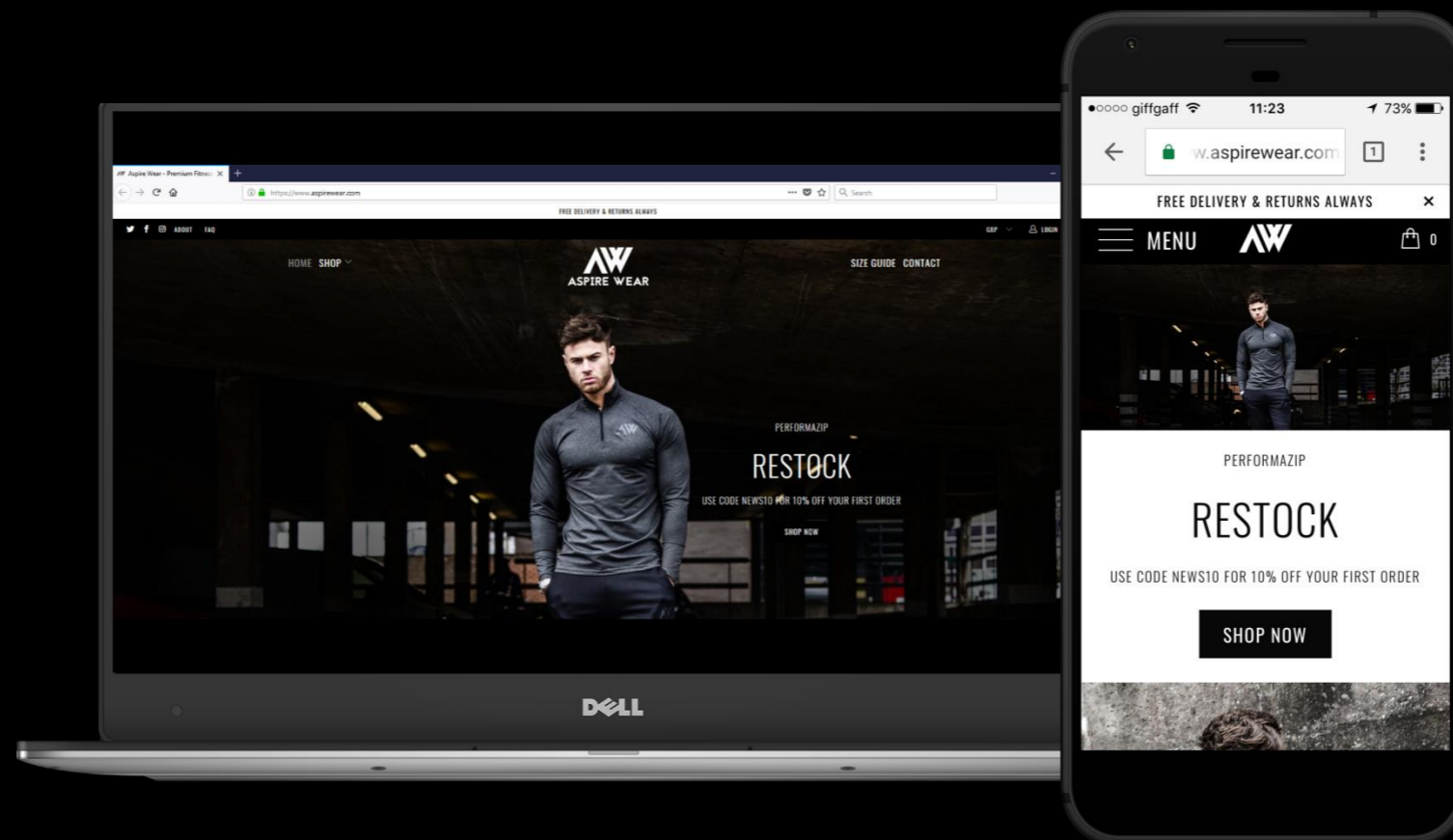




## Aspire Wear PPC Case Study

<https://aspirewear.com>  
B2C E-Commerce



cleandigital

## PPC Channels Managed



facebook®



cleandigital



## Brief

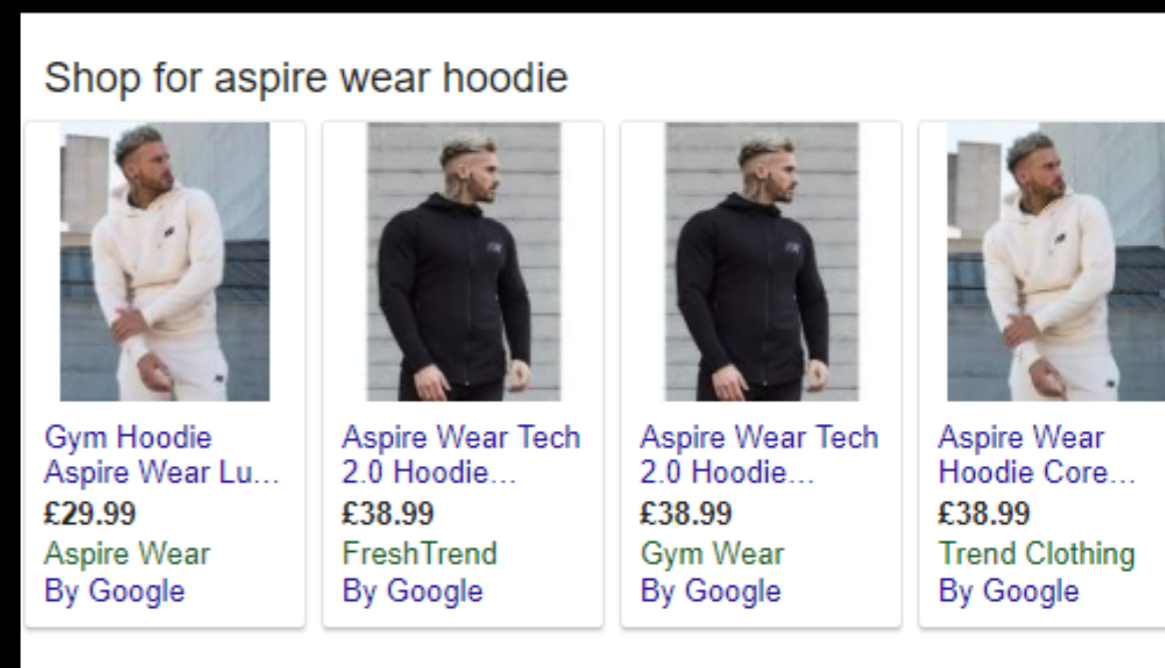
- **Aspire Wear are an Edinburgh based fitness clothing brand, who have expanded their clothing range to lifestyle & street wear also.**
- **Clean Digital were brought in to increase ROI on their Facebook Ads and Google Ads campaigns.**
- **We started by setting up a brand new Google Shopping feed and making sure our products and promotions stood out in a busy marketplace.**



# Method

## Priority Based Google Shopping Strategy

- **Several of our re-sellers were also present on Google Shopping for some of our branded keywords.**
- **As we were the price leader, we decided to focus on just a few of the best-selling products using priority bidding campaigns.**
- **This helped us optimise towards profit figures, not just transactions.**

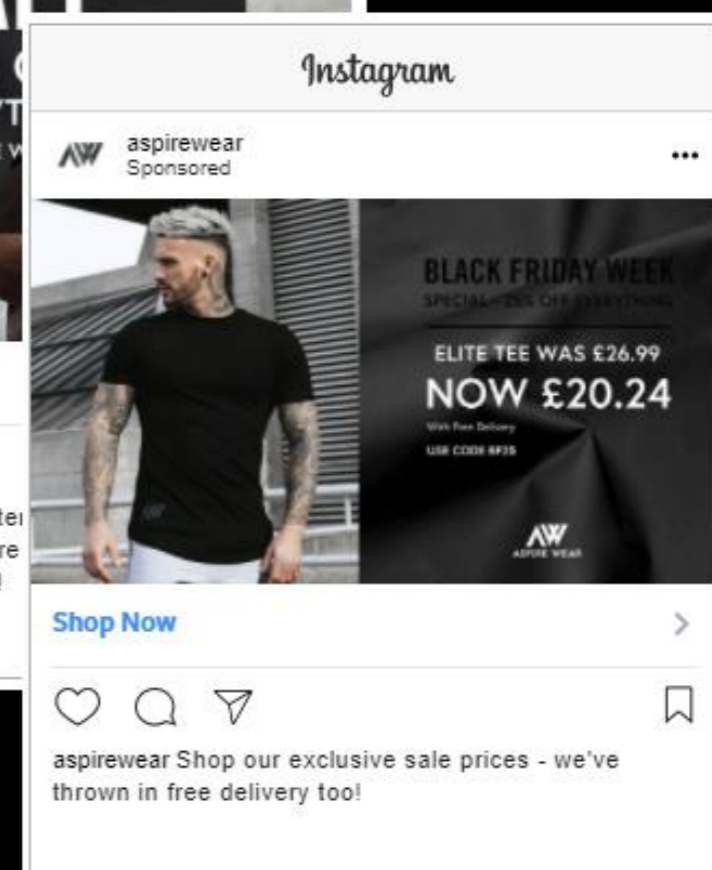
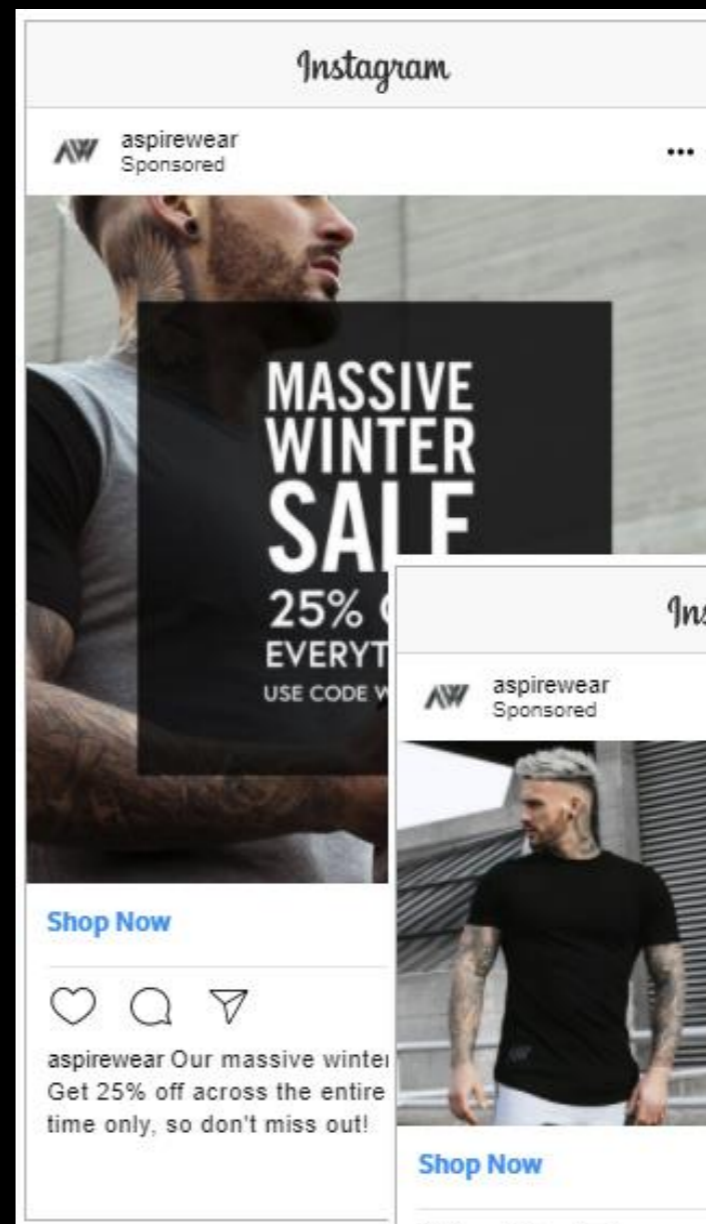




# Method

## Cross Channel Remarketing

- We used Google Analytics audiences and Facebook remarketing to utilise previous clicks from our Facebook Ads, who were close to converting, but hadn't yet.
- Especially powerful during our "Black Friday" promotion.





# Method

## Demographic Bidding In AdWords

- **Through a combination of data analysis and close communications with the Aspire Team, we identified the top performing demographic segments and set up dynamic bidding to make use of this.**
- **We saw stronger conversion rates when users are shown ads with a sense of urgency.**
- **Updating ads kept them fresh and avoided potential “ad fatigue” across the channels we managed.**

**AW Aspire Wear**  
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You deserve it.  
Use code WINTER25 for 25% off everything.

**25% OFF EVERYTHING!**

**USE CODE WINTER25**

Our Massive Winter Sale is Live!  
Treat yourself to 25% off and we'll treat you to free delivery.

ASPIREWEAR.COM

Shop Now

Like Comment Share



# Method

## Advanced Facebook Audiences

- **We used layered audiences in Facebook to make sure we had tightly targeted ad sets. Quality not quantity.**
- **We also used lookalike audiences where we needed to expand reach to users who had similar behaviours to our target audiences.**

**Aspire Wear**  
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Like Page

Our biggest sale has just landed.

**BLACK FRIDAY WEEK**  
SPECIAL - 25% OFF EVERYTHING

FULL TECH 2.0 TRACKSUIT WAS £74.98  
**NOW £56.23**  
With Free Delivery  
USE CODE BF25

ASPIRE WEAR

It's our exclusive Black Friday event!  
We have an entire week full of deals. Don't miss out.

ASPIREWEAR.COM

Shop Now

Like Comment Share



# Results

**Conversion rate from  
PPC traffic increased  
from 3% to 5%**



**123% increases in  
transactions from  
PPC**



**152% increase in  
revenue from PPC**







# Results

**“Clean Digital have been exceptional in helping us understand the various elements of PPC without confusing us with unnecessary technical jargon. Their reports are always on time, clear and concise.**

**We have previously had a bad experience with a PPC agency but I couldn’t recommend these guys highly enough”**

**Douglas Smith**  
**ASPIRE WEAR**



## Contact Info

**Want to hear more about the work we do at Clean Digital?**

- <https://cleandigital.co.uk/case-studies.php>
- Or e-mail [rod@cleandigital.co.uk](mailto:rod@cleandigital.co.uk) to arrange a chat