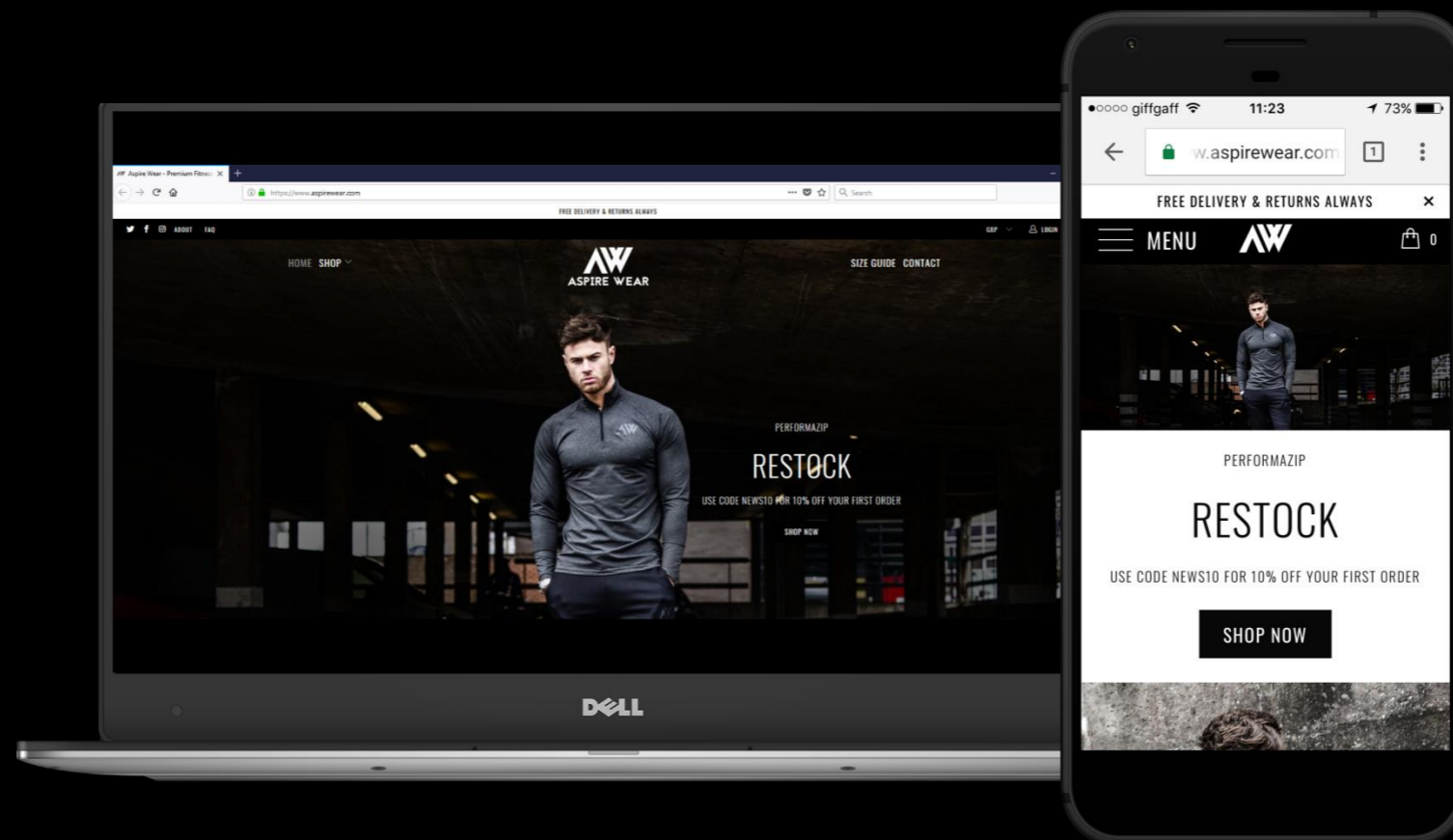


AW ASPIRE WEAR

Aspire Wear PPC Case Study

<https://aspirewear.com>
B2C ecommerce



cleandigital

PPC Channels Managed



facebook®





- 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.


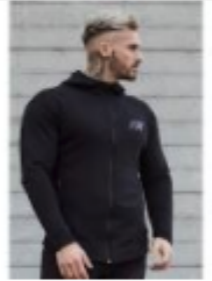




Method

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.

Shop for aspire wear hoodie

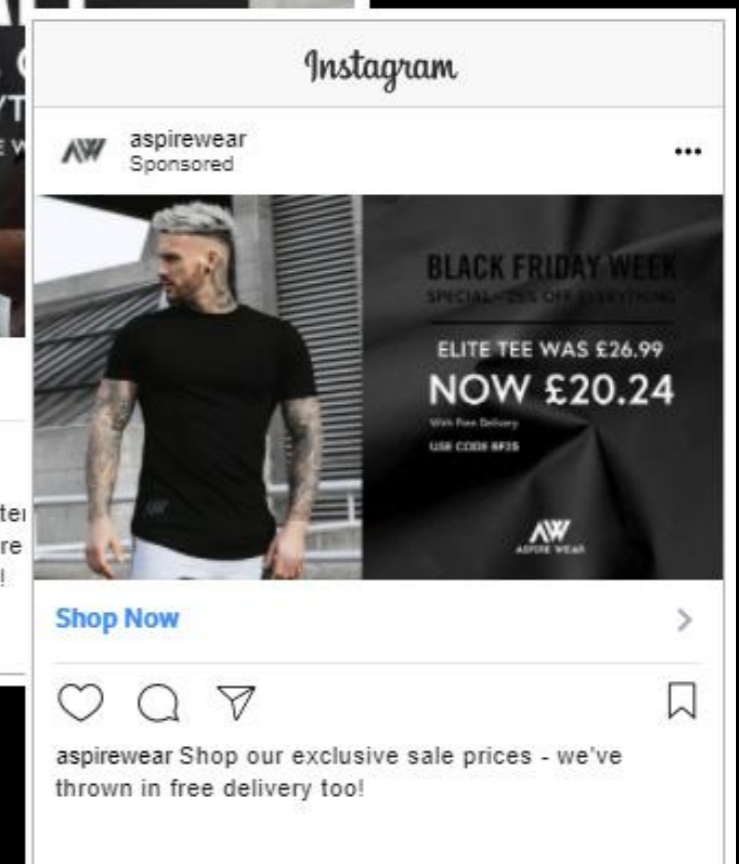
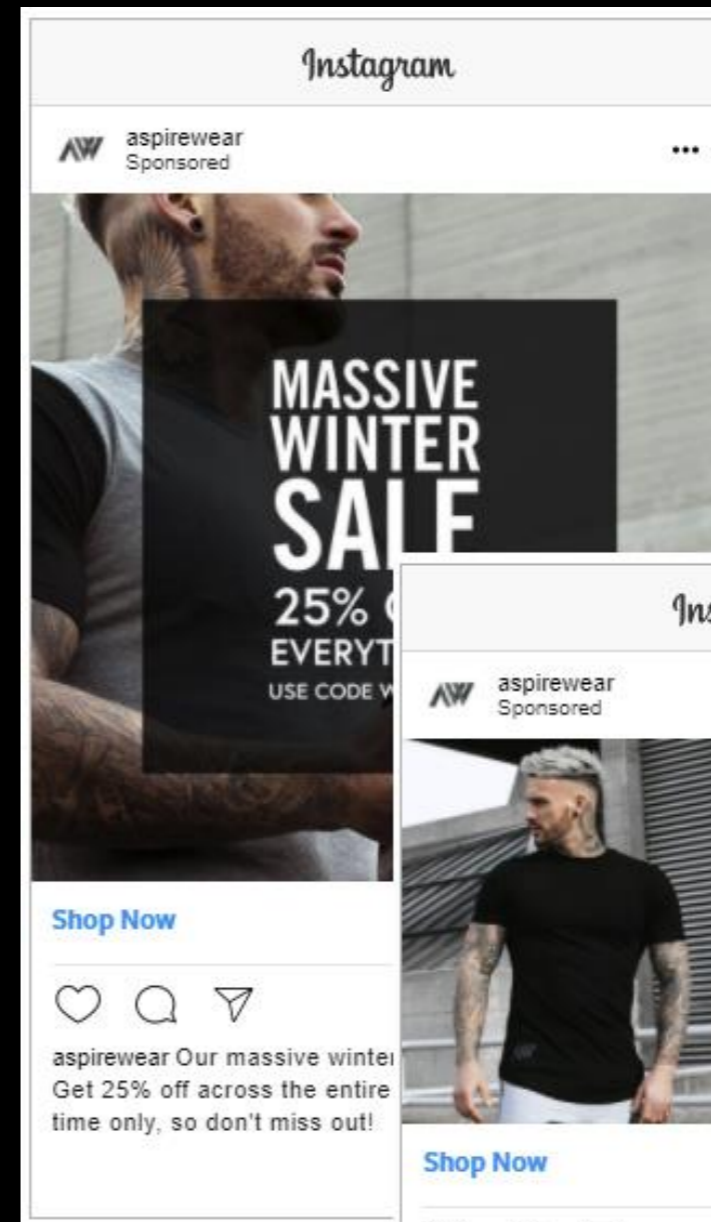
			
Gym Hoodie Aspire Wear Lu... £29.99 Aspire Wear By Google	Aspire Wear Tech 2.0 Hoodie... £38.99 FreshTrend By Google	Aspire Wear Tech 2.0 Hoodie... £38.99 Gym Wear By Google	Aspire Wear Hoodie Core... £38.99 Trend Clothing By Google



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.





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
Sponsored · ©

Like Page

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 Sponsored · € 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

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 to arrange a chat