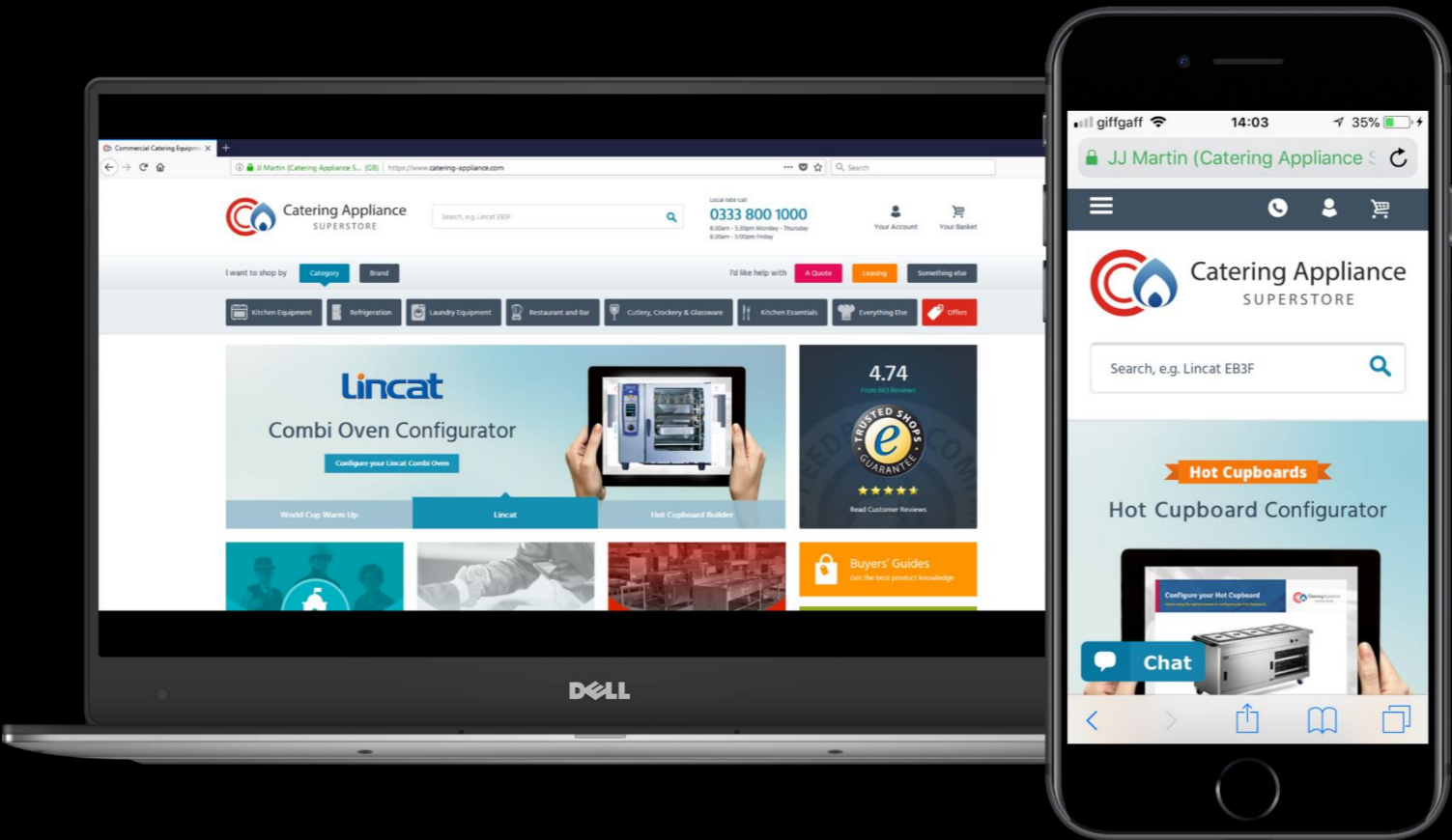




# Catering Appliance Superstore PPC Case Study

<https://catering-appliance.com>  
B2B E-Commerce



cleandigital

## PPC Channels Managed





## Brief

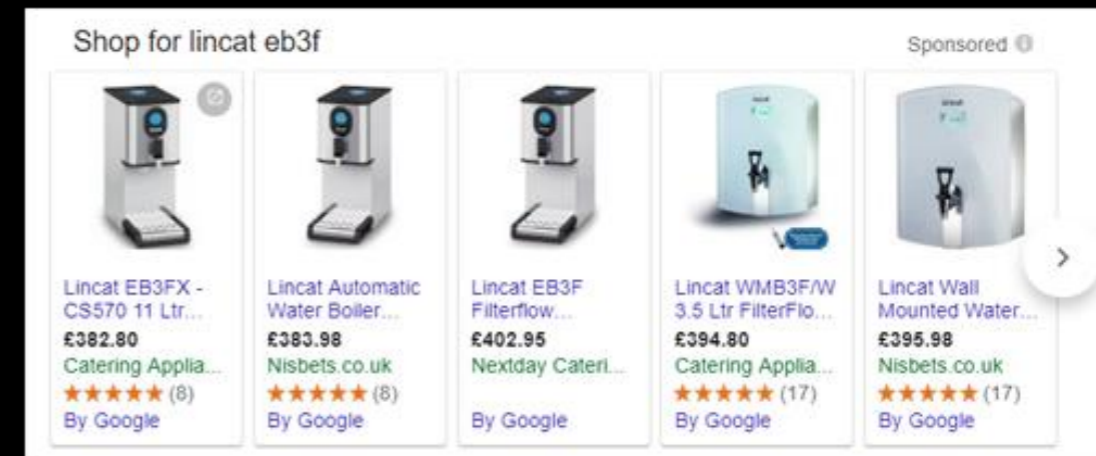
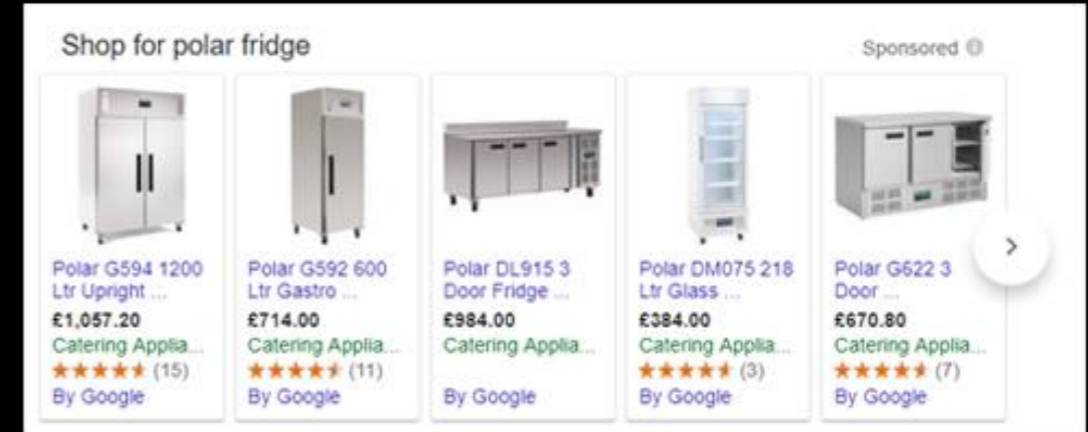
- **Catering Appliance Superstore are a family run firm that supply top quality catering equipment for businesses across the UK.**
- **Clean Digital were brought on in June 2013 to help scale the PPC campaigns, whilst maintaining overall profitability.**
- **Since we started working together we've grown their sales from digital advertising every year.**



# Method

## Advanced Google Shopping

- We don't just bid at product level in Google Shopping, we bid after query themes.
- Rationale being the more specific the search the closer that user is to being ready to convert
  - Product Query = High
  - General Manufacturing Query = Medium
  - Generic Query = Low





## **Custom Built Bidding Systems**

- **We've developed a process so we optimise campaign budgets and keywords bids based on:**
  - **Last 7 days Profit and Margin, alongside revenue**
  - **Expected change in performance due to seasonality**
  - **Expected change in performance due to price changes**
  - **Expected change in performance due to competitor bid changes**



# Method

## Advanced Audience Bidding

- **We have segmented users into buckets of intent based on site interaction, and bid/change adcopy to maximise click/conversion volume.**
- **Further, we've been able to massively broaden search queries we can appear by adding layers of audience data.**





# Method

## Search and Shopping Ads: Working Together

- **With over 15,000 products available on site, the data feed that powers the Shopping ads must be expertly optimised.**
- **It's vital that we appear for all correct product and model searches and show the user an ad tailored to their intent.**
- **Sometimes this will be a search ad, sometimes a Shopping ad.**

Shop for polar CE322 Ads ⓘ

<b>Polar CE322</b> 30 Ltr Silent ... £164.40 ✓ Catering A...	<b>Polar CE322</b> Hotel Room ... £155.33 The Pubsho...	<b>Polar U635</b> 1300 Ltr ... £1,724.40 ✓ Catering A...	<b>Polar FT4</b> Heart Rate ... £74.50 Ordnance Su...
<b>Polar GD879</b> 960 Ltr ... £1,004.40 ✓ Catering A...	<b>Polar Loop</b> Activity ... £52.45 ✓ Tredz Bikes		

**Polar Catering Equipment - catering-appliance.com**  
Ad · [www.catering-appliance.com/polar](http://www.catering-appliance.com/polar) · 1,000+ followers on Twitter  
View Our Great Range Of Polar Catering Equipment. Buy Online!

<b>Price Match</b> Like-For-Like Price Match For Any Product You Find Cheaper Elsewhere	<b>Public Sector Orders</b> Incl Alternative Payment Options For Public Sector Organisations.
<b>40 Years Experience</b> We Provide Over 2000 Catering Appliances, All The Top Brands	<b>Try Our Quote System</b> Wanting To Buy Multiple Items? Use Our Quote System To See Savings
<b>Free UK Delivery</b> Delivery To Fit Your Needs. Free Next Day Delivery In Some Cases	<b>Catering Appliance Offers</b> Grab A Catering Appliance Bargain Great Range Of Offers, Buy Online



# Results

**For 3 years, an average 72% monthly increase in revenue**



**A significant increase in revenue from ad clicks at a more efficient ROI**



**CPC's down by an average of 9% yet click volume is up 49%**







# Results

**“We’ve worked with Clean Digital for 5 years now and website sales and revenue have gone from strength to strength.**

**Reporting is concise and to the point, and all centered around improving our business goals”**

**Graham**

**Marketing Director**

**CATERING APPLIANCE SUPERSTORE**



## Contact Info

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

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