



## The Roofbox Company PPC Case Study

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



cleandigital

## PPC Channels Managed





## **Brief**

- **The Roofbox Company is the UK's largest specialist retailer of car rack systems; they've been selling online since 1998.**
- **Clean Digital were brought in to help them increase website sales and reduce budget wastage for their Google Ads and Bing Ads campaigns.**









# Method

## Advanced Google Shopping

- We work closely with the clients' internal business data to make sure we have prominent ads for our best selling and high margin products
- We control this using advanced Google Shopping settings and utilising custom labels within the Shopping feed.

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 <p>Thule Load &amp; Go system Go Pack £113.00 Halfords ★★★★★ (19) By Google</p>	 <p>Hapro Roady 350 roof box, ... £124.95 The Roof Box C... By Google</p>	 <p>Hapro roof box bag set no. £89.95 The Roof Box C... By Google</p>
 <p>Thule Pacific 200 roof box, black ... £274.95 The Roof Box C... By Google</p>	 <p>Thule Motion XT Sport - Black ... £369.95 Halfords By Google</p>	 <p>Collapsible Roof Box/Luggage ... £60.59 rimmerbros.com By Google</p>






# Method

## Dynamic Optimisation Using Live Business Data

- We identified a strong correlation between product theme performance and the weather.
- Using a Google Ads script which adjusts bids & ad messaging based on live regional weather data ensures we remain as competitive as possible on auctions when we expect demand to be higher, whilst preserving budget on days where we expect lower sales volume.

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Thule CB-12 snow chains ... <b>£39.95</b> The Roof Box C...	Maggi TRAK Sport car chains <b>£25.00</b> The Roof Box C...	2 Snow Socks Michelin Easy ... <b>£60.90</b> Mister-Auto.co.uk
By Google	By Google	By Google



## Method

### Demographic Targeting Isn't Just For Facebook!

- **Performance differs greatly by Demographic and we have utilised demographic bid adjustments to maximise overall ROI on Google Ads.**
- **There are big demographic performance differences by product theme and bids/budgets by Demographic are reviewed and tweaked regularly based on performance.**
- **An in depth knowledge of the Roof Box customer persona has helped us a lot here.**







# Method

## Bing & Google: Working Together

- **Our primary market is in the UK and to ensure we capture as many target customers during their moment of need, we have to ensure our ads show on both of the primary search engines.**
- **It's vital to ensure our ads utilise as many ad extensions as possible to protect the brand from other advertisers bidding on "roofbox" as a generic keyword.**
- **We experienced quite different purchaser behaviour between the 2 search engines & adjusted our account structures to capitalise on that.**

**Roofbox.co.uk | The Roof Box Company | UK's Specialists Since 1997**  
Ad [www.roofbox.co.uk/Roof-Boxes/UK-Experts](http://www.roofbox.co.uk/Roof-Boxes/UK-Experts) 0800 640 5975  
The Biggest Range of Roof Boxes in the UK. We'll Find a Fit for Your Car!  
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Brands: Cruz, Thule, Atera, Karrite, INNO, Hapro, Kamei

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<b>Great Range Of Roof Bars</b> Find The Perfect Roof Rack For Your Vehicle. Order Yours Online Today	<b>Special Package Offers</b> Ways To Save Even More View Our Great Range Of Deals Now

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<b>Whispbar Roof Bar</b> Great Quality Roof Bars From Whispbar. View Online Now.	<b>Thule Roof Bars &amp; Racks</b> Including The SquareBar & The WingBar. Order With Us Today



# Results

**A 33% YoY  
improvement in ROI**



**CPCs decreasing by  
10% YoY, allowing us  
to drive significantly  
more traffic for our  
budget**



**45% increase in click  
volume YoY**







# Results

**“Having Clean Digital manage our PPC has had a positive impact on our business.**

**Under their management our account has seen constant, performance-driven improvement”**

**Craig**  
Head of Digital  
ROOFBOX



## 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