



The Roofbox Company PPC Case Study

<https://roofbox.com>
B2C ecommerce



cleandigital

PPC Channels Managed





- 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.

Shop for roof box Sponsored ⓘ

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|--|---|--|
|  <p>Thule Load & 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.**

UK's Largest Snow Chains Range | Free UK Delivery | roofbox.co.uk
Ad www.roofbox.co.uk/Snow-Chains ▼ 015396 21884
Suitable for all Cars, SUVs, 4x4s and Vans. Save up to 30% in our winter sale!
Huge Choice, Top Brands - Fast UK Delivery - Travel In Safety & Style - Expert Customer Support
Brands: Thule, RUD, Spikes Spider, Inno, Maggi
[Select Your Vehicle](#) · [Snow Chains Buying Guide](#) · [Winter Accessories](#) · [Up To 30% Off Snowchains](#)

Shop for snow chains Sponsored ⓘ

| | | |
|---|---|---|
|  |  |  |
| Thule CB-12 snow chains ... £39.95 The Roof Box C... | Maggi TRAK Sport car chains £25.00 The Roof Box C... | 2 Snow Socks Michelin Easy ... £60.90 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.





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 0800 640 5975
The Biggest Range of Roof Boxes in the UK. We'll Find a Fit for Your Car!
Fast UK Delivery - Expert Customer Support - We'll Fit Your Car Model - Huge Choice, Top Brands
Brands: Cruz, Thule, Atera, Karrite, INNO, Hapro, Kamei

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|---|--|
| Bicycle Racks Online Roof, Rear and Tow Bar Mounted Car Bike Racks. Fast UK Delivery! | Roof Boxes - UK Experts The Biggest Range Of Roof Boxes In The UK. Find Your Fit Today. |
| Great Range Of Roof Bars Find The Perfect Roof Rack For Your Vehicle. Order Yours Online Today | Special Package Offers Ways To Save Even More View Our Great Range Of Deals Now |

The Roof Box Company - UK's Specialists Since 1997
Ad www.roofbox.co.uk/Roof-Bars/UK-Experts 700+ followers on Twitter
The Biggest Range of Roof Boxes in the UK. We'll Find a Fit for Your Car!
Car Roof Boxes | Bike Racks | Roof Bars - The Roof Box Company

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|--|---|
| Atera Roof Bars Great Range Of Roof Bars Including Atera's SIGNO ASR | CRUZ Roof Bars Spain's Largest Manufacturer Fit Your Car With One Of Our Range |
| Whispbar Roof Bar Great Quality Roof Bars From Whispbar. View Online Now. | Thule Roof Bars & Racks 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 to arrange a chat