



www.gofybr.com

£18,435.18 PROFIT

853% ROI

Client: Go Fybr

Niche: Ecommerce Store

Service: Google Ads Setup and Management

Results: £20,884.59 Sales, 853% ROI, £18,435.18 Profit

Date: June 01 2019 - June 30 2019

Timeline: 2nd Month of Campaigns

Context

Go Fybr is a UK Hair Loss Product who helps men become more confident by covering up their hair loss with the aid of fibres which attach to the hair to make the hair look fuller.

GoFybr was working with a previous agency for Google Ads for over a year in which they struggled to ever reach a 2X ROI and on average saw a return of around 1.5X ROI.

GoFybr knew they weren't making the most of their Google Advertising and wanted to work with an Agency who could take GoFybr to its full potential on Google Ads. We jumped on an initial consultation call and realised that we could really take GoFybr to the next level and decided to make them an offer.

2 Months in and we are already generating nearly 10X of what their previous agency was able to do and we have also begun using Facebook ads to help achieve their business goals.

Strategy

We initially split this project into two separate phases to see an increase in results as soon as possible:

Phase 1 - Optimisation

We initially began by restructuring the account and optimising the results to ensure we can maintain the same number of sales but for a fraction of the price. We focused on removing waste, lowering costs and streamlining account structure. The optimisation phase lasted for approximately 10-14 days and have a profound effect on the account moving forward.

Phase 2 - Expansion

As new opportunities are identified, a list of keywords were created and Single Keyword Ad Groups (SKAG's) were created for each one. The key benefit of the SKAG's was the ad can be relevant and the keywords can be closely monitored and grouped ensuring more sales at a lower cost.

Ads

We use a range of text ads along with video ads as shown in the screenshot below. Where the product is very visual, we knew from the beginning that video would be vital to help seeing an increase in sales.

<input type="checkbox"/> ● Ad	Campaign	Ad group	Status	Ad type
Total: All but removed ads ⓘ				
<input type="checkbox"/> ● 	UK Video Shopping / Prospect	Topic / Hair Loss	Approved	Video ad
<input type="checkbox"/> ● Shopping ad	UK Generic Shopping	Catch All	Approved	Product ad
<input type="checkbox"/> ● Gofybr Official UK Website Free Shipping On All Orders gofybr.co.uk www.gofybr.com Instantly Makes Thin Hair Look Naturally Thick and Strong. Get Yours Today! Wind, Rain, and Perspiration Resistant. Gofybr Creates a Very Natural Full Head of Hair.	UK Branded Search	Gofybr [EM]	Approved	Expanded text ad
<input type="checkbox"/> ● 	UK Video Shopping / Prospect	Topic / Hair Loss	Approved	Video ad
<input type="checkbox"/> ● Gofybr Official UK Website Makes Thin Hair Look Strong gofybr.co.uk www.gofybr.com Instantly Makes Thin Hair Look Naturally Thick and Strong. Get Yours Today! Wind, Rain, and Perspiration Resistant. Gofybr Creates a Very Natural Full Head of Hair.	UK Branded Search	Gofybr [EM]	Approved	Expanded text ad

Our copywriting within the ads themselves and appealing headlines ensures that we attract the right kind of audience for the brand. This had a dual effect of actually repelling audiences that aren't necessarily interested in our product but could have potentially clicked and cost the client money. Ultimately, by having copywriting that resonates with our target audience, we can save thousands of pounds in the long run.

Keywords

Ensuring we are using a broad range of keywords to capture a large audience while also making sure that the keywords are relevant to our service can be quite a daunting task. However, after our in depth research, our team was able to put together a lengthy keyword list which allowed us to capture audiences we had never even thought of before.

Total: Filtered keywords ?			
<input type="checkbox"/>	<input checked="" type="radio"/>	"spray on hair fibers"	Search campaign
		hair fiber spray	
<input type="checkbox"/>	<input checked="" type="radio"/>	"hair fibers powder" 	Search campaign
		hair fiber spray	
<input type="checkbox"/>	<input checked="" type="radio"/>	"hair fibers"	Search campaign
		Fyber	
<input type="checkbox"/>	<input checked="" type="radio"/>	"hair fibers for thinning hair"	Search campaign
		Fyber	
<input type="checkbox"/>	<input checked="" type="radio"/>	"best hair fibers"	Search campaign
		Fyber	
<input type="checkbox"/>	<input checked="" type="radio"/>	"natural hair fibers"	Fibers search
		Hair Building Fiber	
<input type="checkbox"/>	<input checked="" type="radio"/>	"hair fibers for men"	Fibers search
		Hair Building Fiber	

Alongside our main keyword list (broken down into different campaigns and ad groups), we also have our negative keyword list. This is just as important to make sure our advert doesn't appear to the wrong kind of traffic and potentially waste money on irrelevant clicks.

<input type="checkbox"/>	about	competitors > competitors	Ad group	Broad match
<input type="checkbox"/>	about	inc bids for uk and usa competitors > competitors	Ad group	Broad match
<input type="checkbox"/>	"amazon"	WW Branded Search	Campaign	Phrase match
<input type="checkbox"/>	[apply go fybr before or after pomade]	US Branded Search > Gofybr +BMM	Ad group	Exact match
<input type="checkbox"/>	[apply go fybr before or after pomade]	WW Branded Search > Gofybr +BMM	Ad group	Exact match
<input type="checkbox"/>	article	increased bids for competitors > competitors	Ad group	Broad match

Campaign Results

	Acquisition					Behavior		Conversions eCommerce ▾			
	Clicks [?] ↓	Cost [?]	CPC [?]	Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]	
	4,509 <small>% of Total: 100.00% (4,509)</small>	£2,449.41 <small>% of Total: 100.00% (£2,449.41)</small>	£0.54 <small>Avg for View: £0.54 (0.00%)</small>	3,656 <small>% of Total: 15.00% (24,366)</small>	5,562 <small>% of Total: 17.81% (31,229)</small>	48.87% <small>Avg for View: 61.49% (-20.53%)</small>	4.63 <small>Avg for View: 3.48 (33.02%)</small>	16.99% <small>Avg for View: 9.60% (77.04%)</small>	945 <small>% of Total: 31.53% (2,997)</small>	£20,884.59 <small>% of Total: 34.77% (£60,057.27)</small>	
	1,696 (37.61%)	£693.73 (28.32%)	£0.41	1,335 (35.21%)	2,189 (39.36%)	34.54%	5.99	23.34%	511 (54.07%)	£10,295.27 (49.30%)	
	1,180 (26.17%)	£830.33 (33.90%)	£0.70	1,055 (27.82%)	1,275 (22.92%)	72.47%	2.61	6.90%	88 (9.31%)	£1,107.28 (5.30%)	
	393 (8.72%)	£376.51 (15.37%)	£0.96	370 (9.76%)	514 (9.24%)	53.50%	3.74	9.92%	51 (5.40%)	£657.43 (3.15%)	
	350 (7.76%)	£245.43 (10.02%)	£0.70	309 (8.15%)	513 (9.22%)	38.40%	5.99	28.07%	144 (15.24%)	£4,597.28 (22.01%)	
	217 (4.81%)	£57.76 (2.36%)	£0.27	180 (4.75%)	290 (5.21%)	32.76%	6.54	28.62%	83 (8.78%)	£3,076.24 (14.73%)	
	212 (4.70%)	£55.17 (2.25%)	£0.26	181 (4.77%)	268 (4.82%)	57.84%	3.55	11.57%	31 (3.28%)	£509.68 (2.44%)	

- *£20,884.59 in sales*
- *£2449.41 AD Spend Investment*
- *945 Sales*
- *£18,435.18 Profit*
- *853% Return on Investment (ROI)*

£18,435.18 PROFIT

853% ROI