



<https://www.abiinteriors.com.au/>

\$226,212 PROFIT

419% ROI

Client: ABI Interiors

Niche: Ecommerce Store

Service: Google Ads Setup and Management

Results: \$296,984 Sales, 419% ROI, \$226,212 Profit

Date: November 2019

Timeline: 3rd Month of Campaigns

Context

ABI Interiors is an online store which sells quality tapware all across Australia and New Zealand.

Previous to working with us, ABI's CEO was managing all of the Google Ads himself. Although he was doing a decent enough job, he knew that if a professional agency took control, they would be able to take his sales to the next level. So we had a consultation call with him, carried out a full audit on the account and saw that there was huge potential in the account.



The great thing about ABI is that they are able to offer great quality wares at much cheaper rates than their competitors due to their unique supply chain. This meant that taking their business and combining it with our Google Ads expertise was a recipe for greatness.

By the third month of taking over their campaigns, we were already seeing an ROI of 419% with a profit of \$226,212.

Strategy











Where the campaigns hadn't had professional management initially, we wanted to test multiple different avenues which included search, shopping and brand campaigns to identify which avenue could bring us the best results.

We reorganised the entire account to make sure we could fully implement our special Hawk Reach bidding strategies and utilise Single Keyword Ad Groups (SKAGS),

The second part of our strategy was to scale the campaign as fast as possible while maintaining a decent ROI. This can be tricky sometimes as when you begin to scale, you normally end up having to temporarily sacrifice some of your ROI to increase your ad spend. However, the client gave us full control over the account and so we were able to scale in a controlled and careful way meaning that we were able to bring the account spend up while also increasing the ROI which was a great win for everyone.

Ads

To drive sales for this client, we mainly relied on Shopping and branding ads as we found these are the most successful from our initial testing in phase 1 of our setup and management.. Shopping ads are a powerful choice when dealing with Ecommerce as this allows potential customers to see the product and have a basic understanding of what they are looking at before clicking on the advert saving thousands on potentially irrelevant clicks.

Item ID ↑	Image	Title	Product status
		Ovi Door Handle – Satin Black Nickel	
		Carrara Marble Herringbone Mosaic	
		Magnus Shower Mixer – Chrome Handle and Matte Black Back Plate	
		Elysian Minimal Mixer – Deep Rose Gold	
		Carrara Marble Fishscale Mosaic	
		Mateo Round Bottle Trap – Aged Brass	
		Elysian Basin Mixer Extended – Deep Rose Gold	
		Elysian Commercial Minimal Mixer – Copper	
		Milani Basin Hob Mixer Set – Brushed Brass	
		Milani Basin Hob Mixer Set – Brushed Nickel	

Keywords

After carrying out extensive research on ABI’s target audience and the search terms that would indicate a paying customer, we were able to build a comprehensive keyword list to capture our ideal audience. You can see an example of these keywords below:

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group
Total: All but removed keyw... ?			
<input type="checkbox"/>	<input checked="" type="radio"/>	+abi +interiors	Brand +BMM
<input type="checkbox"/>	<input checked="" type="radio"/>	+bathroom +vanity	Bathroom Vanity +BMM
<input type="checkbox"/>	<input checked="" type="radio"/>	+bathroom +basin	Basin Sinks
<input type="checkbox"/>	<input checked="" type="radio"/>	*abi interiors"	Brand "phrase"
<input type="checkbox"/>	<input checked="" type="radio"/>	+vanity +unit	Bathroom Vanity Broad Discovery
<input type="checkbox"/>	<input checked="" type="radio"/>	+brass +tap	Brass Tapware
<input type="checkbox"/>	<input checked="" type="radio"/>	+black +door +handle	Black Door Handles
<input type="checkbox"/>	<input checked="" type="radio"/>	[abi interior]	Brand [Exact]
<input type="checkbox"/>	<input checked="" type="radio"/>	+timber +vanity	Timber Vanity +BMM
<input type="checkbox"/>	<input checked="" type="radio"/>	[abi tapware]	ABI interiors
<input type="checkbox"/>	<input checked="" type="radio"/>	+copper +shower	Brushed Copper showers
<input type="checkbox"/>	<input checked="" type="radio"/>	+wall +hung +vanity	Wall Hung Vanity +BMM
<input type="checkbox"/>	<input checked="" type="radio"/>	+cheap +bathroom	General

Accompanying 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 adverts do not appear to the wrong kind of traffic and potentially waste money on irrelevant clicks.

Negative Keywords	
<input type="checkbox"/> Negative keyword ↑	Added to
<input type="checkbox"/> [2x kitchen waste stainless steel	Search - Brushed Nickel › stainless sinks
<input type="checkbox"/> [cefito granite nano stainless steel kitchen sink stone under topmount	ABI Shower Heads-SP › *Sinks Basin Stone
<input type="checkbox"/> [cefito granite nano stainless steel kitchen sink stone under topmount	[Paused Copy Of] ABI Shower Heads-SP › *Sinks Basin Stone
<input type="checkbox"/> [corner shower curtain rod rail surface mounted 304 steel	ABI Shower Heads-SP › *Shower Rail Stainless Steel
<input type="checkbox"/> [corner shower curtain rod rail surface mounted 304 steel	[Paused Copy Of] ABI Shower Heads-SP › *Shower Rail Stainless Steel
<input type="checkbox"/> [curved bath shower screen ru	Ramu - Generic › Bathroom Accessories
<input type="checkbox"/> [curved bath shower screen rubber plastic seal	Ramu - Generic › Bathroom Accessories
<input type="checkbox"/> [grohe euphoria smartcontrol 310 duo 26507000 thermostat shower system	ABI Shower Heads-SP › Shower Heads
<input type="checkbox"/> [grohe euphoria smartcontrol 310 duo 26507000 thermostat shower system	[Paused Copy Of] ABI Shower Heads-SP › Shower Heads
<input type="checkbox"/> [new famous city landmark pattern	Ramu - Generic › Bathroom Accessories
<input type="checkbox"/> [sheer voile cafe panel kitchen bathroom	Ramu - Generic › Bathroom Accessories
<input type="checkbox"/> [sunrise specialty 58 x 24 +curtain	Search - Brass › Brass showers
<input type="checkbox"/> +2nd hand	Shopping
<input type="checkbox"/> *+2nd hand*	Search - Sanitary
<input type="checkbox"/> *+2nd hand*	Search - Bathroom Vanity
<input type="checkbox"/> *+2nd hand*	Search - Shower Sets
<input type="checkbox"/> +abi	Google Build AUS Mid Funnel DSA

Negative keywords are often missed by a lot of companies we speak to as they either aren't properly understood or their importance is underestimated. However, they are an easy fix to a lot of wasted budget in a Google Ads account. By implementing a full negative keywords strategy, we were able to substantially improve the ROI of the account overnight.

Campaign Results

Campaign	Budget	Status	Optimization score	Campaign type	Avg. cost	Cost	Conversion:	Cost / conv.	Conv. rate	Conv. value
Shopping	A\$1,500...	Eligible	100%	Shopping	A\$1.29	A\$24,698.57	225.48	A\$109.54	1.18%	86,719.53
Display - In Market	A\$300.00...	Paused	—	Display	A\$0.20	A\$11,250.64	148.00	A\$76.02	0.27%	0.00
Search - Brass	A\$300.0...	Eligible	60.5%	Search	A\$2.04	A\$6,157.81	31.93	A\$192.88	1.06%	8,705.39
Display - Keyword	A\$200.00...	Paused	—	Display	A\$0.16	A\$6,083.55	11.00	A\$553.05	0.03%	0.00
Search - Bathroom Vanity	A\$50.00...	Limited by budget	55%	Search	A\$1.58	A\$4,055.18	5.63	A\$720.92	0.22%	1,958.92
Display - In Market Local	A\$100.00...	Paused	—	Display	A\$0.25	A\$3,041.38	15.00	A\$202.76	0.12%	0.00
Search - Sanitary	A\$80.00...	Limited by budget	50.9%	Search	A\$1.34	A\$2,544.18	6.55	A\$388.43	0.34%	1,973.90
Search - Competitors	A\$50.00...	Limited by budget	60.2%	Search	A\$1.52	A\$2,123.45	9.77	A\$217.42	0.70%	2,271.38
Search - Generic	A\$50.00...	Paused	—	Search	A\$2.09	A\$1,883.27	8.00	A\$235.41	0.89%	238.93
Search - Copper	A\$75.00...	Eligible	61.7%	Search	A\$2.24	A\$1,519.51	10.94	A\$138.86	1.62%	4,004.77
Total: All but remove...					A\$0.40	A\$70,772.41	907.20	A\$78.01	0.52%	296,984.02
Total: Account					A\$0.40	A\$70,772.41	907.20	A\$78.01	0.52%	296,984.02

- \$298,984.02 in sales
- \$70,772.41 Advertising Spend
- 907 Sales
- \$226,211.61 Profit
- 419% Return on Investment (ROI)

\$226,212 PROFIT

419% ROI