

OUR **CAMPUS MARKET**  
Serving Students & Parents Since 1981

# Case Study

 Google AdWords  
Performance



[trinityinsight.com](http://trinityinsight.com)



## GOAL

Increase Transactions and Revenue within Our Campus Market's KPI expectations and grow the marketing footprint against that percentage.

## APPROACH

- Cut back on low performing, high spend broad keywords.
- We then restructured the campaigns to center on individual product groups, allowing us to present users with the most pertinent landing page, and eliminate unnecessary steps between site entrance and purchase.
- Rotated new ad copy, and mixing and matching new ad extensions, we were able to increase our quality scores.
- Put a strong focus on optimizing the product data feed and established segments in the Shopping Campaigns, shifting focus to product-level searches allowing us to refine the queries the products would match to.
- Introduced remarketing audiences at an AdGroup level to ensure that we were retaining our visitors at all costs.

### EXAMPLE ADS

RHL By OCM

Everything You Need For Your Dorm.  
Free Shipping on Value Paks!  
[www.ocm.com/RHL](http://www.ocm.com/RHL)

**ST. PATRICKS DAY IS ALMOST HERE!**

**St. Patricks Day Gift Ideas**

Shop our collection of amazing gifts

**SHOP GIFTS NOW >**

OUR **CAMPUS MARKET**  
Serving Students & Parents Since 1913



Our Campus Market - OCM

Dorm Room Bedding, Bath & Storage.  
Buy Today And Get Free Shipping!  
[www.ocm.com/Student-Linens](http://www.ocm.com/Student-Linens)

## HOW IMPROVEMENT WAS ACHIEVED

From the first day of our partnership we took the required time to validate the tracking and data that performance was being measured against. Once we were confident in the data that was being collected, we began researching the customer journeys, from ad click to conversion or abandonment. By understanding the progressions related to search queries, ad clicks, and landing pages we were able to build a detailed strategy of execution for improving performance.

 Google AdWords	Search Campaigns	Shopping Campaigns
<b>Impressions</b> ↑	101% Increase	139% Increase
<b>Clicks</b> ↑	42% Increase	132% Increase
<b>Average CPC</b> ↓	27% Decrease	25% Decrease
<b>Transactions</b> ↑	13% Increase	94% Increase
<b>Revenue</b> ↑	16% Increase	108% Increase
<b>ROAS</b> ↑	20% Increase	21% Increase

## TESTIMONIAL

*"Trinity's ability to use data to drive results has been extremely beneficial to us. Their approach, which they tailored to us, not only drove positive growth in revenue, but also increased campaign efficiency. This all resulted in a very solid ROI. I would highly recommend them to anyone looking to increase, or even maintain, their digital footprint."*

Larry Cooper

VP, Digital Marketing

## ABOUT OCM

[Our Campus Market](#) is the premier website for college students and families. Whether you are preparing for college or staying in contact across the country, OCM is ready with university-approved merchandise for campus living, gifting and special campus occasions including move-in, graduation and more.

## ABOUT TRINITY INSIGHT

Trinity Insight helps numerous retailers, brands, and enterprises drive more profitable website traffic, improve conversion rates, and lower eCommerce costs. With over 10 years of eCommerce consulting and internet marketing experience, we have worked with market leaders in the travel, retail, manufacturing, and financial industries, and helped them exceed online growth expectations.

## ABOUT GOOGLE ADWORDS

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.