

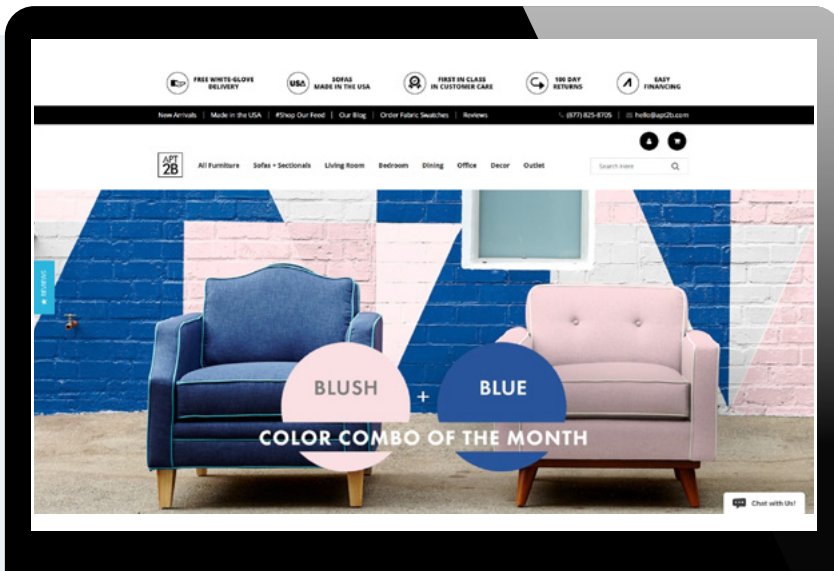
# Apt2B Ups PPC Revenue 113% While Reducing Ad Spend

Apt2B came to EXCLUSIVE for Google Paid Search management in March 2017 after campaign-performance began to stagnate. Since that date, they have experienced continuous revenue and profit growth.

**+113%**  
YoY revenue  
in 12 months

**-28%**  
YoY Ad Spend  
in 12 months

**+197%**  
RoAS  
in 12 months



**Industry:** Furniture

Apt2B is dedicated to bringing customers more style for less money. When it comes to furniture, the simplicity of its shopping experience is the cornerstone of its business.

When it comes to running an e-commerce store, there are so many things to have to manage on a daily basis. Since working with EXCLUSIVE, we've been able to focus on other areas of our business while knowing that the PPC management was in good hands. The performance has been great.

— Alex Back, COO of Apt2B

## CHALLENGES

- Overreliance on automation led to missed keyword and product catalog opportunities
- Previous agency failed to minimize account inefficiencies and unprofitable spend

## THE EXCLUSIVE SOLUTION

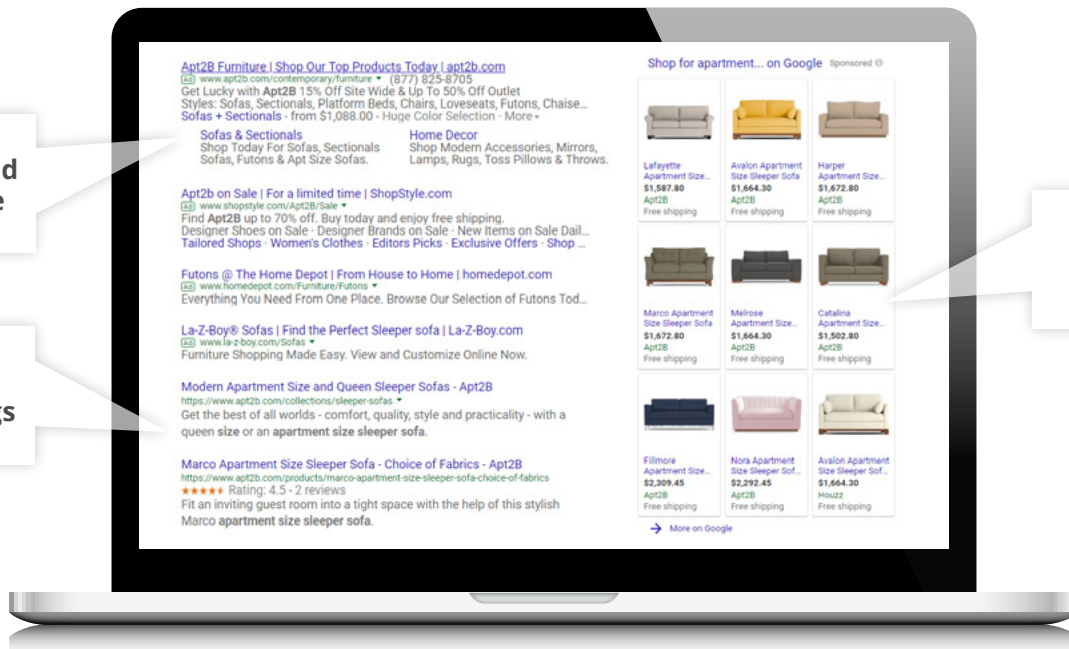
The first priority was to master the essentials: address wasteful campaign settings, implement advanced bid-modifiers (location, gender, age, device), scale the number of ad groups, gain search page real estate using expanded variants, and more. In addition to managing Apt2B's Google Shopping efforts since July 2016, EXCLUSIVE began to provide on-site conversion testing, and organic search optimization services.

Expert campaign management, increased conversion rates and additional natural search visibility created the perfect storm of higher growth at a reduced cost.

Maximized paid  
ad real estate

Multiple top  
organic listings

Product ads  
dominance



By holistically combining our SEO, PPC and PLA efforts, we were able to dominate the SERP for specific, high-value terms

## RESULTS

One year later, branded and non-branded terms alike contributed to rapid revenue growth. At the same time, marketing expenses plunged. By mastering the basics, taking advantage of EXCLUSIVE's holistic approach to driving growth, and collaborating to continuously experiment and iterate, Apt2B has achieved a true competitive advantage

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