

Google Adwords

Overview

Australian Lattice and Timber were looking to increase their exposure on Google by adding Google Adwords advertising to their online strategy, to get more enquiries for timber products.

Problem

Initially the client was paying too much for the cost per acquisition and looking to increase the conversions and with that the conversion rate.

Solution

After looking at the initial campaign, it was decided that the appropriate action to take was to build a unique landing page for the campaign.

Result

After one month, the conversions/conversion rate increased 86%, the cost per click was reduced by 50% and the overall cost of the campaign reduced by 14%.

**AUSTRALIAN
LATTICE & TIMBER**

