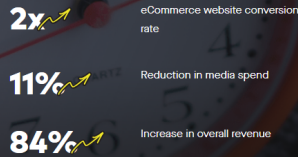




NSW CPAP

SEO | Google Adwords

Based in New South Wales, **NSW CPAP** specialise in the sale of sleep apnea treatment machines, masks and accessories in-store and online. In 2018, they engaged Bonfire to improve the performance of their eCommerce website and return on investment of their digital marketing strategy.



Results between December 2018 – March 2019.



Issue

The health industry was saturated with competitors making it difficult for NSW CPAP to retain market share, let alone grow online. With two bricks and mortar clinics, one located in Bondi and the other in Parramatta, their eCommerce site needed to provide an additional sales channel and source of phone enquiries for the business. Prior to partnering with Bonfire, they invested heavily in Google AdWords campaigns to increase website traffic but experienced a terrible return on advertising spend.

Methodology

As search marketing experts, Bonfire conducted an extensive audit of NSW CPAP's existing Google Ads account. The audit revealed significant technical issues including bad campaign structure and wasted budget, which caused poor click-through-rates and high cost per conversions. Bonfire restructured and optimised their campaigns using industry best practice and previous campaign insights. To ensure all online leads were captured and accurately to the campaign, Bonfire implemented call tracking. With the use of the system's artificial intelligence (AI) keyword spotting, data around the nature of the caller's enquiry such as "consultation" or "booking" was captured. This enabled Bonfire to capture another level of data to inform campaign optimisations and strategy.



We have been delighted with the results achieved by Bonfire. Whilst Google Adwords and SEO can sometimes seem a confusing aspect of the marketing mix, the team at Bonfire are clear, concise and objective. They provide the right information, in the right format, the right number of times which makes it easy to evaluate our performance and plan for the future.

Derek Woolfall, Managing Director at NSW CPAP

Results

Since partnering with Bonfire, NSW CPAP digital marketing strategy has been transformed. Using a mixture of data-driven insights and industry best practice, Bonfire has optimised their Google Ads campaigns to deliver unprecedented transparency and return on investment. Restructuring the campaign has reduced media spend by 11%, almost doubled the eCommerce conversion rate and improved overall revenue by a remarkable 84%. As a result, NSW CPAP have enjoyed their most profitable sales months on record in February and March 2019.

