



Natalie Mounter is the owner of Totally Dazzled, a Canadian online store that sells rhinestone brooches to Canada and the United States.

Natalie came to White Shark Media for help in managing her Google AdWords campaign, which at the time was not generating any profits, and with a desire to create a shopping campaign.

RESULTS SUMMARY

Over the years, White Shark Media surpassed Natalie's campaign goals and increased Totally Dazzled's business in the following ways:

Total conversion
value increased by

3438%

Conversions
increased by

2368%

Cost per conversion
decreased by

61%

Traffic
increased by

1126%

“*I breathed a HUGE sigh of relief upon hiring White Shark Media. I had set up my Google AdWords campaign and left it to run unprofitably for months. Reviewing and trying to optimize it was a lingering item on my to-do list that never got checked off because I had NO interest in working on it.*”

Natalie Mounter
Owner of Totally Dazzled

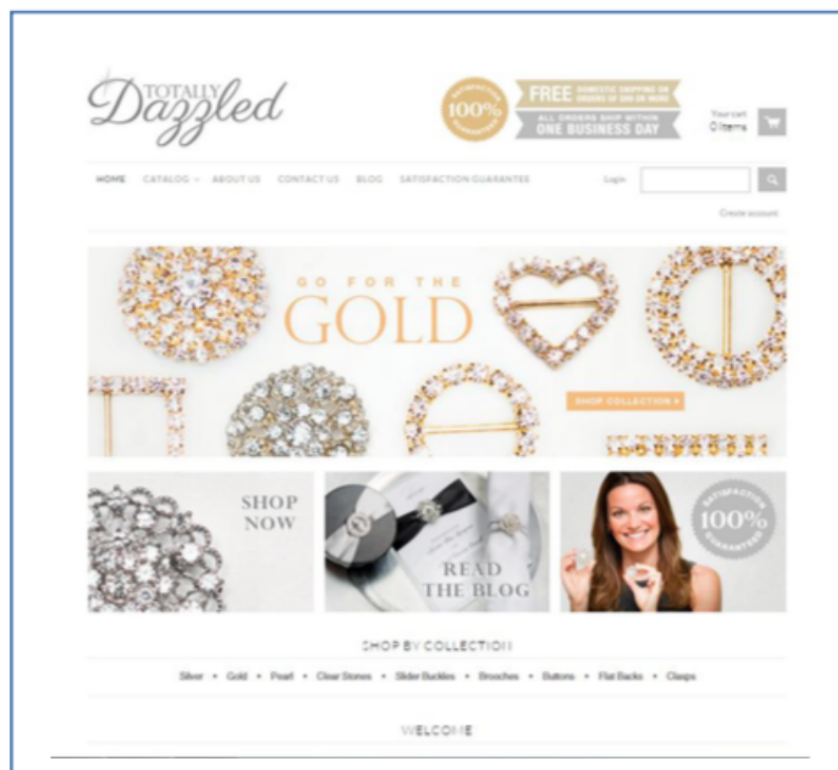
THE CHALLENGE

The previous campaign had a conversion rate of 1.69%, with a cost per conversion of \$66.18. The average sale amount totaled only \$50; therefore, Natalie was losing money with every conversion.

THE GOALS

PPC Strategist Maria Lopez established goals with Natalie that would enable her to generate profits for her business:

- 1 Decrease cost per conversion to \$30.
- 2 Increase sales generated by Google AdWords and outrank the competition.
- 3 Launch a Google Shopping Campaign to increase sales in certain product categories.



THE SOLUTION

Search-Only Campaign

The first step consisted of implementing a search-only campaign to find the common search terms that triggered our keywords.

In order to stand out from the competition, we created ad copy that highlighted the benefits and specials offered by Totally Dazzled.

Cheap Wholesale Brooches

Order Quality Rhinestone Brooches.
Free Shipping on Orders Above \$99!
totallydazzled.com/BroocheWholesale

Brooches for Sale

Wide Range on Rhinestone Brooches.
Gold Plated, Pearl & More. Buy Now!
totallydazzled.com/BroochesforSale

360 Degree Tracking

To identify how much revenue was driven by Google AdWords, we installed conversion tracking for completed purchases and e-commerce tracking. We wanted to measure not only the amount of sales, but also the amount of profits those sales represented.

Shopping Campaign

After two months of running a search-only campaign, we were able to create a shopping campaign. The product name was adjusted to increase relevance based on common terms found on the search campaign.

ROI-Oriented Search Terms

We decided to implement an ROI-oriented keyword strategy by focusing on the most common search terms used when looking for brooches.

We also targeted B2B consumers instead of one-time buyers by using the keyword variation "wholesale." We then adjusted the promotion to include discounts for purchases of 100 or more units. Our keywords included:

- 🔍 Rhinestone brooches
- 🔍 Rhinestone buttons
- 🔍 Brooches wholesale
- 🔍 Rhinestone clasps

THE RESULTS

As a result of Natalie's partnership with White Shark Media, Totally Dazzled **consistently increased its ROI from 0.69x in 2014 to 2.56x in 2016.**

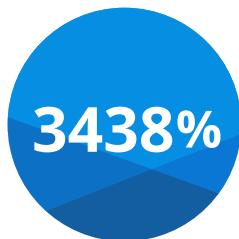
From 2014 to 2016, **we increased total conversion value by 576% from CA\$2,345.50 to CA\$15,858.33.** These figures resemble the actual amount of revenue generated by the monthly conversions. By increasing conversions and value per conversion while decreasing costs, we were able to increase ROI for Totally Dazzled.

We also **decreased cost per conversion by 61%** while maintaining a top position in the search results.

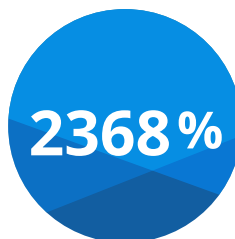
Additionally, we were able to **increase the annual conversions by 2368% from 41 to 1012.**

Thanks to the success Google AdWords and White Shark Media have produced, Natalie has been able to begin the expansion of her business and has already hired someone else to help her out with the operations.

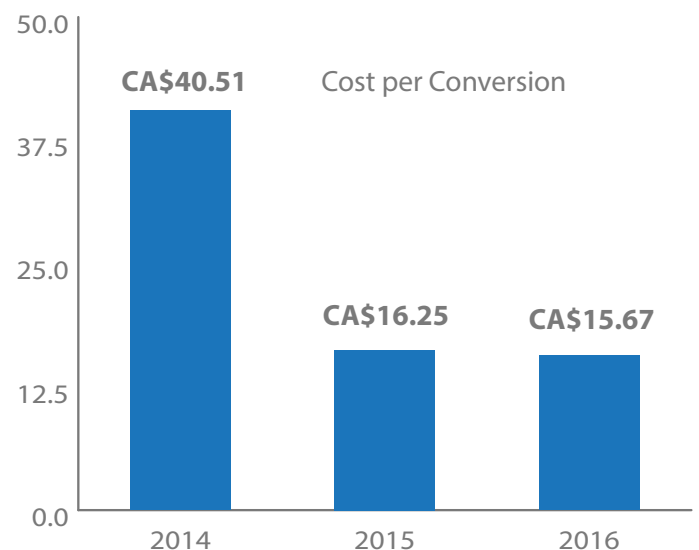
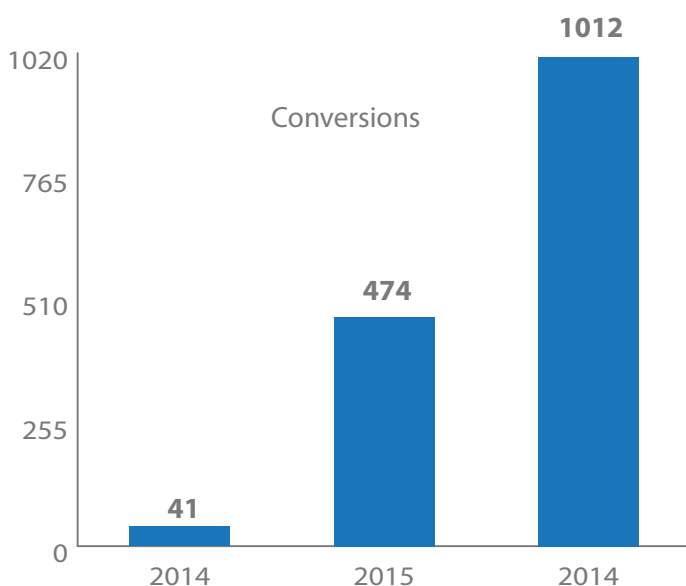
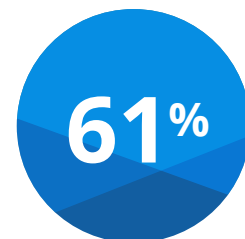
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I was so happy to hand this task off to a team with much more knowledge and interest in Google AdWords than myself. I'm happy to say that their hard work (not mine) has resulted in a campaign that performs profitably!

Another HUGE BONUS is that they set up my Google Shopping campaign at no additional cost above my usual management fees . . . another dreadfully painful task off my plate!

*Thank you, Maria and White Shark Media!
You guys are great!*



Natalie Mounter
Owner of Totally Dazzled

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"The Google AdWords Premier SMB Partner Program was created to help small- and medium-sized businesses who don't have the time or resources to manage their advertising campaigns. Our PSP partners like White Shark Media offer expertise, experience, and end-to-end customer service so business owners can focus on running their businesses."

Ben Wood, Head of Google's Americas Channel Sales Partnerships.