



BREADONUS





Previously

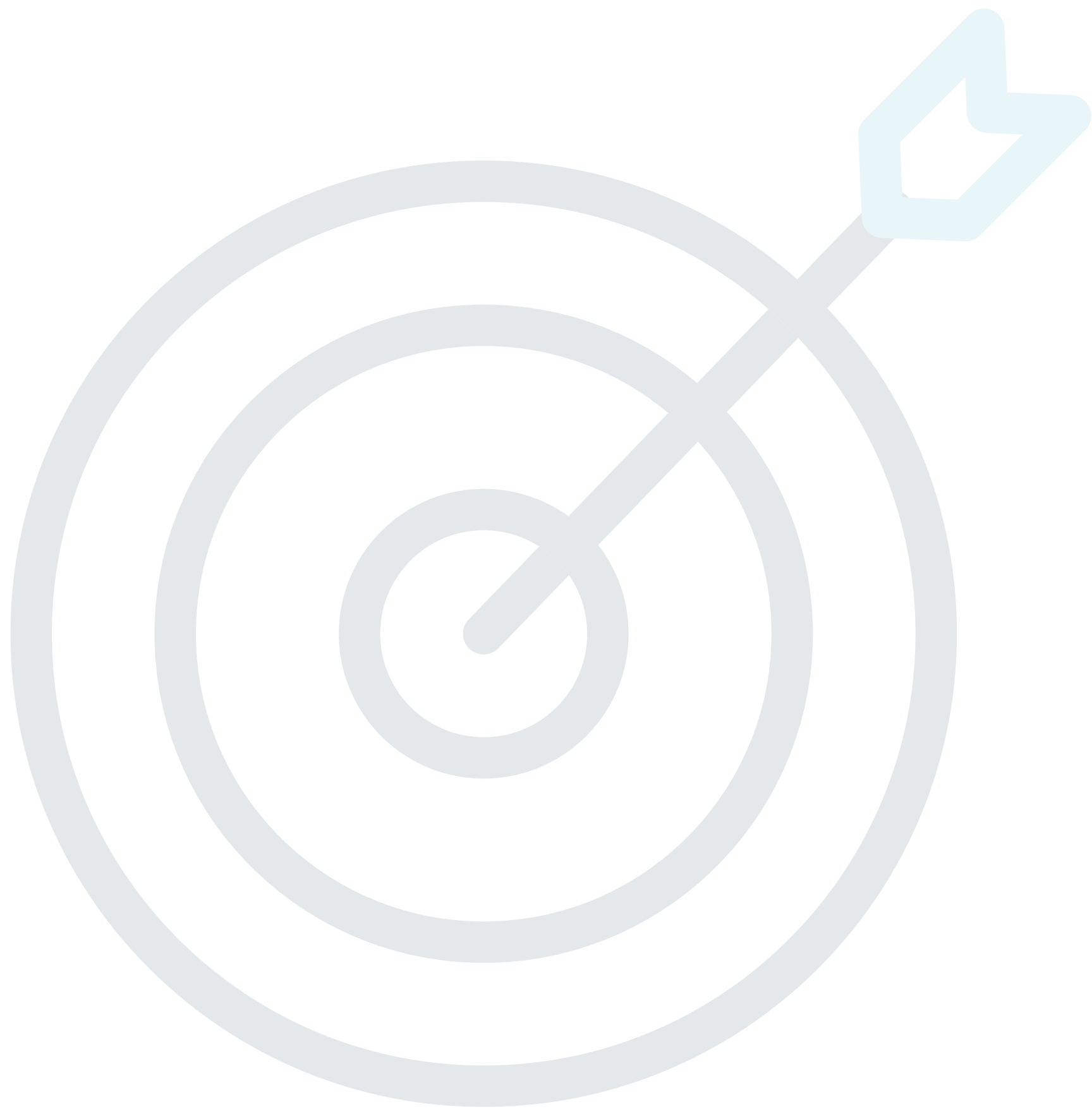
Breadonus was unhappy with the performance of their previous pay-per-click management company and believed the performance of their AdWords campaigns had lots of room for improvement.

The Goal

The Breadonus goal was to get quality ads in front of people searching in Google for the online food ordering market in the UAE. And then to capture conversions from that traffic.

What I Found

The monthly reports that Breadonus was receiving from their previous PPC management company were incoherent, massive excel spreadsheets full of raw data. So our first action was to create a custom report template so we could report the AdWords data to Breadonus in a clean, easy-to-read style so they could quickly digest the monthly AdWords data and make budget and business decisions based on that data.



Metrics	Previously
Impressions	148,000
Avg CPC	1.62 AED
Conversion Rate	3.22%
Cost/Cov	161.44 AED

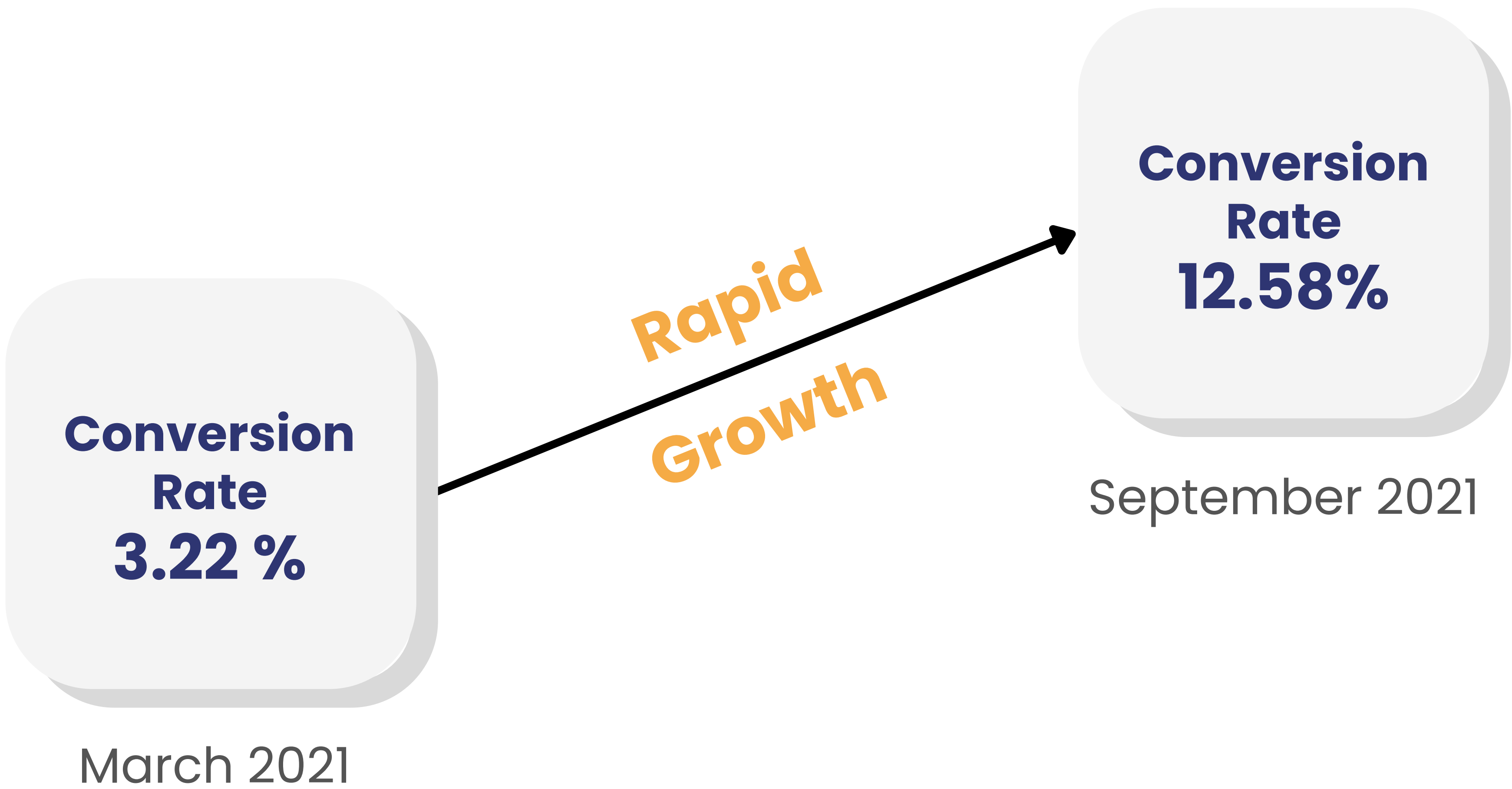


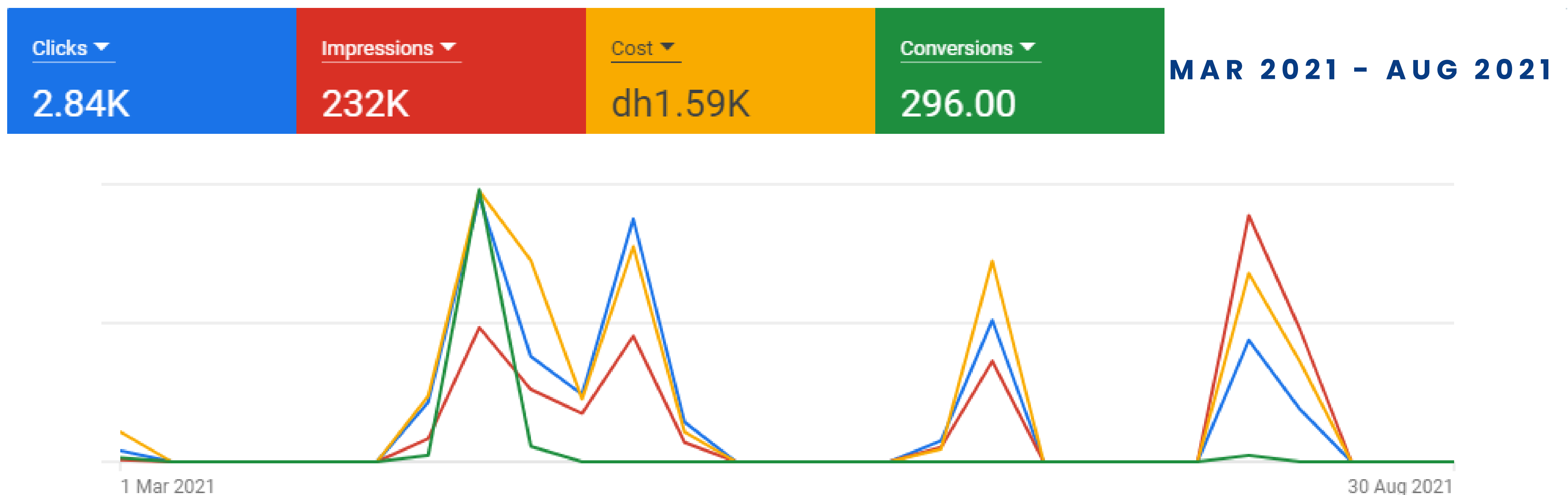
The Result Of Google Ads Optimization

Breadonus's goal was to get a sale in UAE by searching for food on Google and also to achieve better performance than they had with their previous pay-per-click management company. And that’s exactly what I did. After a month of trial and error, we determined that the market was going to be too tough to perform well.

Here are the six-month results we achieved in UAE, and those results compared with what the previous PPC management company had done in the first half of the year:

Metrics	Previously (13 Campaigns)	Results (04 Campaigns)
Impressions	148,000	232,000
Avg CPC	1.62 AED	1.86 AED
Cost/Cov	161.44 AED	28.85 AED





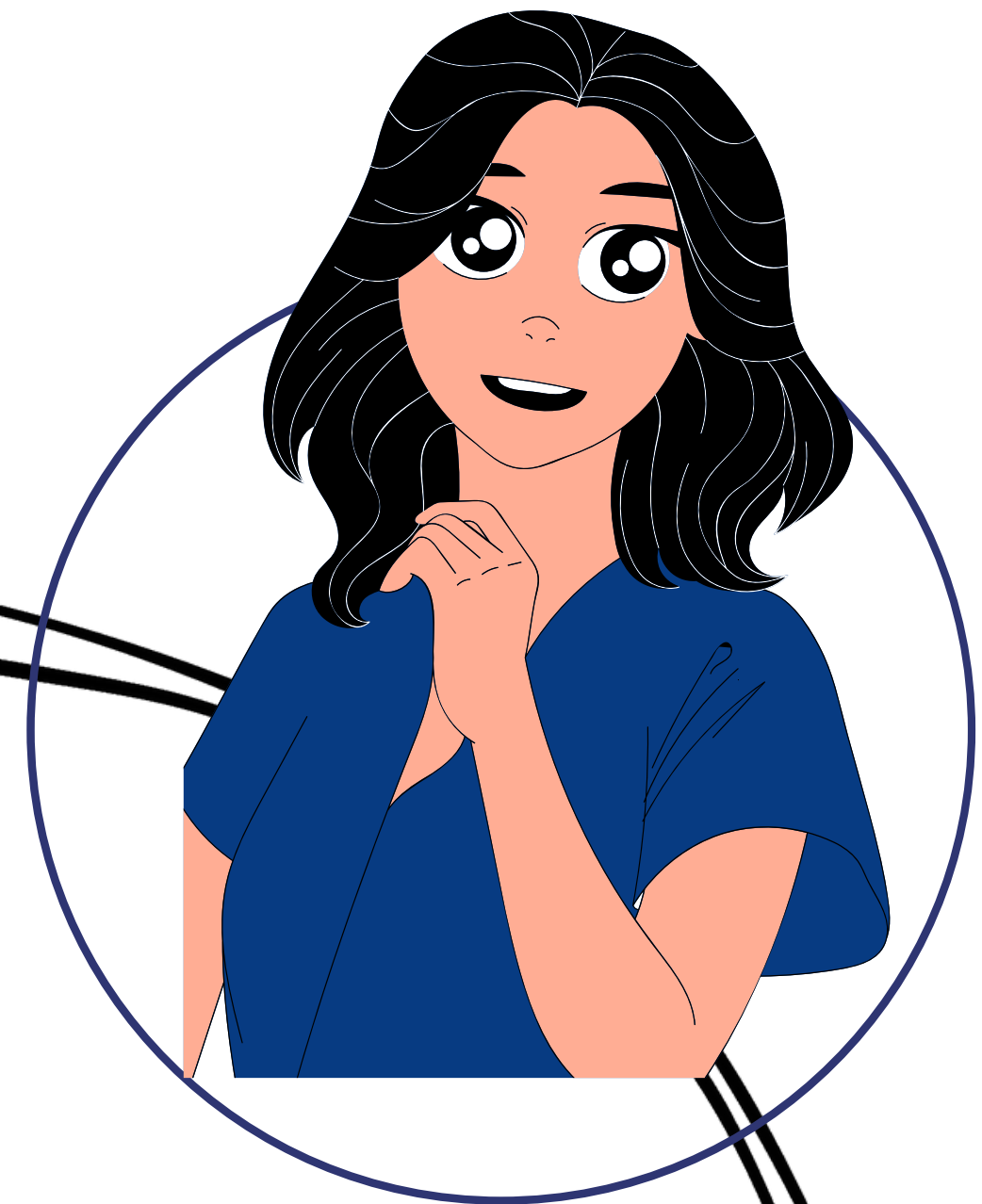
Is Google Ads Worth It For Online Food Ordering Market?

Google Ads is a tremendous marketing tool and hands down the absolute best form of marketing that exists. You get to put your ads in front of the user at the exact moment that they're actively searching for the exact product or service that you sell. And you only have to pay when someone actually clicks on your ad and goes to your website. It doesn't get any better than that. And this marketing process, which works extremely well, is why Google is worth hundreds of billions of dollars and still growing by nearly 20% a year.

However, as the above case study shows, Google Ads requires diligent and dedicated ongoing management to ensure that you achieve the best performance possible.



HAPPY CLIENT
HAPPY ME!



"It's just not just a Digital Marketing campaign. There are other elements I have looked for and found that have helped out. You're proactive and engaged...and it's working."