



## Department Store:

16% ROAS improvement and  
33% revenue increase YoY after  
3Q onboarding

## CLIENT

A department store offering stylish beachwear and coastal home decor with over 500 locations, looking to expand eCommerce sales.

## CHALLENGE

Increase conversion volume with improved ROAS in non-brand campaigns, ensuring the brand reached or exceeded aggressive Q4 targets.

## SOLUTION

3Q began managing the client's paid search campaigns in late October of 2016. After account takeover, our immediate strategy focused on restructuring the account using our Alpha-Beta structure. The old account structure was fragmented and resulted in poor query-to-keyword mapping. Our solution was to create a solid foundation where we could control top queries, maintain effective performance on broad match terms, and create a customized experience for each search query.

## CREATE A SOLID FOUNDATION

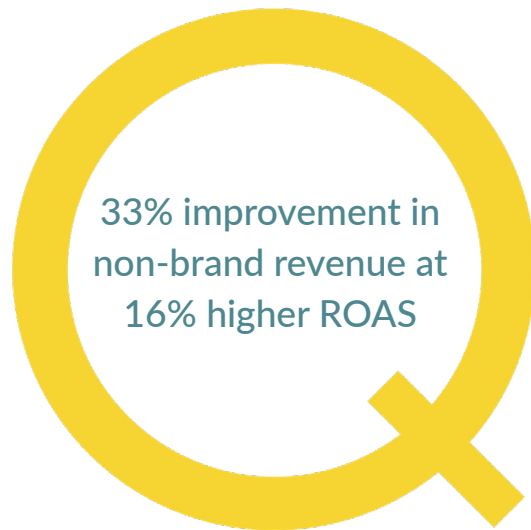
The first step of our process centered around selecting appropriate keywords for the new Alpha-Beta account structure. After analyzing the account, we discovered that there were hundreds of thousands of keywords in the account that had not converted in the past 12 months and that 79% of non-brand spend was being wasted on non-converting queries. Additionally, many of the top spending queries were matching to multiple keywords.

During our keyword selection process, we primarily focused on search queries that had proven to convert and/or had high search volume. But determining which keywords to target was only part of the solution. Another important element of the new campaigns was to implement an extensive list of negative keywords. Negative keywords lists are essential in ensuring that search queries are being mapped to the appropriate keyword and preventing our keywords from showing up on irrelevant search queries.

Once we had a high-quality, product-centric keyword list in place, we began working on ad copy. Customization was critical for this account setup. With such a large product offering, there was no room for one size fits all. Each ad group was set up as a single keyword ad group (SKAG) with highly customized and relevant ad copy variations. In addition to custom ad copy, we also implemented customized sitelinks and structured snippets at the ad group level to ensure relevancy to each keyword.

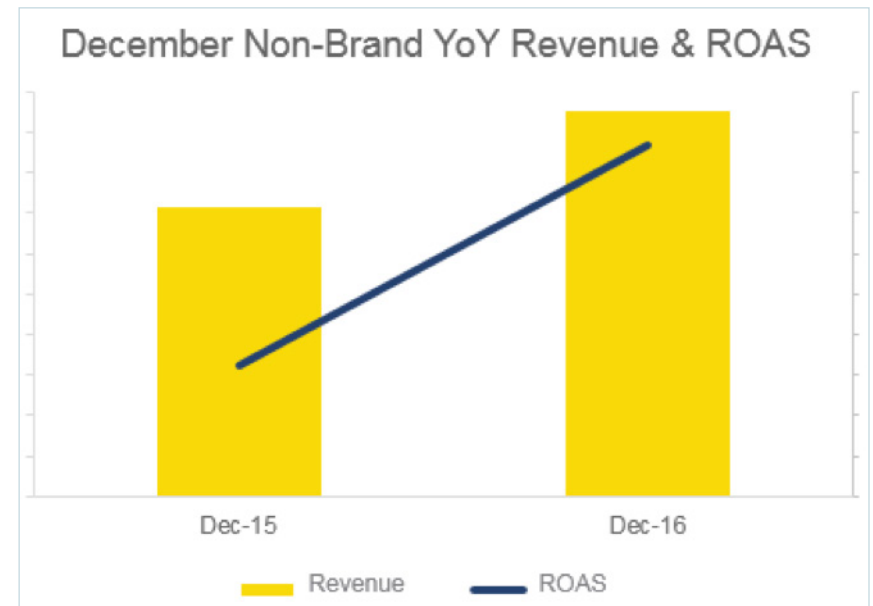
## LAUNCH, ANALYZE AND OPTIMIZE

This account launch was anything but a set-it-and-forget-it approach. As data started to accrue, our search experts began analyzing data immediately after launching the Alpha-Beta campaigns. Keyword bids required frequent monitoring, and we adjusted bids often. Additionally, we added new negative keywords to ensure proper mapping and relevancy. As the campaigns started collecting more data, we implemented larger optimizations such as pausing lower-performing ad variations, launching new, optimized ad variations, pausing keywords, and creating new Alpha keywords.



## RESULTS

Just one month after transitioning the account to 3Q, the client's paid search account showed tremendous improvement. Through mid-late December, non-brand revenue was up 33% YoY on 14% more spend, with a 16% improvement to ROAS on approximately 100k clicks and 15m impressions. As we focused on driving traffic via the strongest performing keywords, other efficiency metrics such as CTR and CVR improved as well.





GET MORE CASE STUDIES  
AT [3QDIGITAL.COM](https://3QDIGITAL.COM)

For more information on how **3Q Digital**  
can help your marketing campaigns:



CALL US @  
[650.539.4124](tel:650.539.4124)

EMAIL US AT  
[INFO@3QDIGITAL.COM](mailto:INFO@3QDIGITAL.COM)

REACH OUT ON  
[3QDIGITAL.COM/CONTACT/](https://3QDIGITAL.COM/CONTACT/)

FOLLOW US  
[@3QDIGITAL](https://twitter.com/3QDIGITAL)