



MANUFACTURERS

Case Study

jmdigital.com

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Client Background

This client carries an extensive array of CTC small parts, valves, rotors, syringes as well as L-MARK vials and caps. They came to us to use Google Ads as a tool to generate sales for their business.

The Process

We tested multiple campaigns based on the various product categories listed on the website until we found the winning campaign. Because of the broad spectrum of products, utilizing negative keywords was especially important here. Ultimately, we found the greatest success when we created Dynamic Ads based on the product pages. We also do continuous A/B split testing on the ad copy to ensure we get the best CTR for the campaign.

Most of their products cost hundreds of dollars and customers usually order in bulk, so one conversion typically leads to a high quantity sale.

The Results

Conversions	Phone Calls	Cost/Conv	Avg Sale
38	48	\$169	\$300+

Campaigns

Campaign	Budget	Status	↓ Conversions	Cost / conv.	Conv. rate	Phone calls	Cost	Clicks	Impr.	CTR	Avg. CPC
Vials, Caps + Mixed Desktop	\$20.00/day	Eligible	33.00	\$89.31	2.83%	27	\$2,947.08	1,166	38,365	3.04%	\$2.53
CTC Parts and Accessories-Updated	\$6.00/day	Eligible	3.50	\$107.52	2.20%	0	\$376.31	159	2,478	6.42%	\$2.37
Syringes - June2019	\$10.00/day	Eligible	1.50	\$645.61	0.36%	2	\$968.41	416	11,848	3.51%	\$2.33
HPLC Valve products	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$497.97	130	4,222	3.08%	\$3.83
Valco Valves	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$72.51	12	148	8.11%	\$6.04
Models Products with Search Volume	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$379.51	79	1,273	6.21%	\$4.80
Models Non CTC Versions	\$6.00/day	Eligible	0.00	\$0.00	0.00%	0	\$458.78	60	2,066	2.90%	\$7.65
Liquid Handling Syringes	\$15.00/day	Eligible	0.00	\$0.00	0.00%	19	\$744.00	1,169	41,382	2.82%	\$0.64
Total: All enabled campaigns			38.00	\$169.59	1.19%	48	\$6,444.57	3,191	101,782	3.14%	\$2.02


Top Ad Groups

Ad group	Status	↓ Conversions	Cost / conv.	Phone calls	Conv. rate	Impr.	Clicks	CTR	Avg. CPC	Cost	Conv. value	Conv. value / cost
Vials, Caps + Mixed Desktop -dynamic ad group	Eligible	24.50	\$9.46	1	19.14%	1,161	128	11.02%	\$1.81	\$231.82	7,130.00	30.76
Vials	Eligible	3.00	\$651.59	15	0.44%	29,609	688	2.32%	\$2.84	\$1,954.78	0.00	0.00
GC Valves	Eligible	3.00	\$36.65	3	6.12%	817	49	6.00%	\$2.24	\$109.94	0.00	0.00
P&L Parts	Eligible	2.50	\$149.42	7	1.37%	2,935	182	6.20%	\$2.05	\$373.55	430.50	1.15

Top Ads


<p>[Dynamically generated headline] [Dynamically generated display URL] Competitively priced high quality lab grade replacement parts and products. LEAP PAL parts keeps inventory on hand for quick order turnaround. Find your parts here!</p>	Vials, Caps + Mixed Desktop - dynamic ad group	Approved	Expanded dynamic search ad	119	1,094	10.88%	\$1.86	\$221.33	21.50
<p>[Dynamically generated headline] [Dynamically generated display URL] Superior quality lab replacement parts and products with competitive pricing & discounts. LEAP PAL parts ensures the best prices with fast turn around. Find your parts here!</p>	Vials, Caps + Mixed Desktop - dynamic ad group	Approved	Expanded dynamic search ad	9	67	13.43%	\$1.17	\$10.49	3.00
<p>PAL Parts Large Selection of PAL Parts LEAP PAL Parts www.palparts.com/pal/parts LEAP PAL Parts are priced competitively and ship out same day. Find all of your chromatography equipment and parts here. Find replacement parts now!</p>	PAL Parts	Approved	Expanded text ad	112	1,626	6.89%	\$1.93	\$215.90	2.50
<p>High Quality Vials Made in USA Vials Faster Shipping palparts.com/large-inventory/vials High Quality Vials Made in USA and Germany. Right Dimensions, Inertness and Clean. Find all of your chromatography equipment and parts here. Find Top Rated Vials Now!</p>	Vials	Approved	Expanded text ad	451	12,600	3.58%	\$2.45	\$1,102.86	2.00
<p>GC Valves Best Pricing In North America LEAP PAL Parts www.palparts.com/gc/valves LEAP PAL products are priced competitively and shipped out same day. We maintain inventory to get replacement parts to your lab faster.</p>	GC Valves	Approved	Expanded text ad	15	201	7.46%	\$3.01	\$45.20	1.00

Top Landing Page




Superior Customer Service

- LEAP PAL Parts offers **same-day shipping** on all in-stock products.
- We provide **no hassle returns** and easy exchanges for all of our products.



Competitive Pricing and Discounts


- LEAP PAL Parts offers some of the **best pricing** in the chromatography supply industry.
- We have **aggressive bulk discounts** available across all of our product lines and brands.



Products of the Highest Quality

- LEAP PAL Parts only supplies products that meet our strict **QA standards** and controls.
- We work with the best manufacturers to distribute only **first-grade supplies**.

[Shop All Products](#)




PAL3 Autosamplers

RTC >

RSI >

LSI >




CTC Parts & Accessories

PAL/XT >

PAL 3 >

Specialty >




Syringes

GC Syringes >

HPLC Syringes >

Syringe Components >

Other (large volume) >



Vials and Caps

Vials >

Caps >

Inserts >

Miscellaneous >

Conclusion

Because they have a large product inventory and their target keywords being so broad, we pivoted to Dynamic Ads which leveraged their landing page content as a basis for keyword targeting. This strategy can help improve quality scores and ultimately lower costs. For long term success, it's important to do continuous testing with a Google Ads campaign. Over time, we've been able to continuously show positive traction for our client's Google Ads campaign and generate positive ROI.

✦ **JM Digital**

*Thank
you*

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