About NeedlepointUS.com

www.NeedlepointUS.com
Location: Pensacola, FL

European and English needlepoint canvases, kits, and accessories

Goals

• Spend less time managing their Google AdWords account
• Bring in more online sales
• Acquire more long-term clients
• Contribute to industry growth by gaining exposure to all verticals and offering accessible price options

Approach

• Refine match types to block out irrelevant traffic
• Re-write ad copy and improve segmentation for higher CTRs
• Get lower CPCs to raise click volume for successful keywords
• Trim low-performing keywords
• Use remarketing ads to recapture traffic and build brand awareness

Results

• 1300% increase in conversions
• CTR increase from 0.69% to 6.97%
• 44% decrease in average CPC
• 78% decrease in average CPA

NeedlepointUS.com spends 79% less per conversion with Logical Position's Google AdWords management.

Among the dozen or so suppliers who sell hand-crafted needlepoint canvases and kits in the US, Canada, and Australia, NeedlepointUS.com has a reputation for providing sterling customer service and quality products. Based in Florida, the family-owned ecommerce operation features the savvy leadership of Roger Lindsey and the needlepoint expertise of Janice Lindsey, a skilled artisan and former needlepoint instructor. During the past ten years, the company has seen expansion in the market for needlepoint craftsmanship materials and aims to help industry growth by supporting a strong base of repeat customers. "You'd be surprised how many male surgeons do needlepoint for dexterity purposes," says Roger.

Increased visibility through AdWords assists industry growth

Since large tapestry kits can range from $700-1000 on average, the Lindseys' goal is to offer a range of affordable options in addition to these higher price points for people who are just learning how to do needlepoint. "What we want to do is gain the attention and the trust of people who have been doing needlepoint for years and people have been doing it for a short period of time to help educate them and make them comfortable so they can be long-term customers," says Roger. "We want to make needlepoint accessible to everyone."

Roger, who has a traditional advertising background began running Google AdWords around the time he and Janice founded NeedlepointUS.com in 2004. Although they were bringing in some sales and maintaining a level of visibility, they were only bringing in a few conversions per month and not seeing much of an ROI. "AdWords is way beyond the mom-and-pop operation these days," says Roger. "It's way too complicated and will drive you nuts." In the fall of 2014, they decided they needed some help and turned to Logical Position, a Google AdWords Premier SMB Partner.

Specialized ad copy and selective targeting improve efficiency

Before rebuilding the account, Logical Position's paid search specialists looked closely at the performance of Roger's existing account. In the search query report (SQR), which shows the actual search queries that lead to clicks, the team noticed a large amount of unrelated searches frequently resulting in clicks and depleting Roger's budget. The existing campaign included broad match keywords, which can allow the ads to show for searches that are only loosely related to the targeted

keywords when not paired with a strong negative keyword list.

In order to limit irrelevant traffic, Logical Position's team built a new account using exact and broad match modifier keywords for more exclusive targeting, and also applied an extensive list of negative keywords. After additional keyword research, they expanded the targeting to include new variations and placed a larger emphasis on keywords with high buying intent.

The team also focused their attention on segmenting keywords and ads to improve user response. During the month of September 2014, the account had an average click-through rate (CTR) of 0.69%, far below standard performance thresholds of 1-2%. The team combated this by dividing the keywords into more ad groups, allowing for more relevant ad copy. They also wrote fresh ad copy that included more calls-to-action, better use of conventions such as punctuation and capitalization, and unique adjectives. With this change, the user would see ads that better reflected their search query, giving NeedlepointUS.com a better representation on the page.

Selective keywords and match types increase sales volume

Within several months, the new segmentation increased CTRs and overall performance. By March 2015, the CTRs were significantly higher than average benchmarks — up from 0.69% in September to 6.97% in March, a 910% increase. The more restrictive exact and broad match modifier keywords were also successful in limiting irrelevant traffic, and the team continued to restrict the targeting by adding to the negative keyword list based on the SQR. With much fewer wasted clicks, more of Roger's budget was allocated toward valuable keywords, achieving an improved conversion rate of 0.93%, three times more than the 0.32% conversion rate in the previous account.

Logical Position's paid search team then worked to bring in more clicks with the same amount of budget by dropping the max bid levels and spending less for each click. By March, Logical Position's account was spending on average $0.33 less per click than the previous account. The cost-per-conversion (CPA) was also significantly lower, down from $231.23 to $49.49. Roger increased his ad spend and was able to capitalize even more on the advertising, bringing in 28 conversions in March, compared to only two in September.

Regular profit brings flexibility for desired price diversity

Because the Lindseys are known for their personal touch, they have high levels of repeat business. "The CPA is in reality more astronomical than it appears on paper because the idea is to make a long-term client and more sales down the line," says Roger. These continued profits have made it possible for the Lindseys to make their offerings accessible to all needlepoint enthusiasts. "Since we started working with Logical Position, we have seen an increase in profits and have also changed our purchasing strategy, as we are now able to see success targeting people looking for products that sell for $100 or less," says Roger.

In the next few months, Logical Position's team will continue to try to cut costs and boost volume while reaching a diverse audience. The next step for increasing performance is to isolate the top-performing keywords into their own campaign. This allows for the keywords to run using their own budgets, bids, and settings to assess their capacity for generating results. At this level, testing can be done independently of the existing Logical Position campaigns, preserving the original data. And on their end, the Lindseys will continue to share their passion for needlepoint.