



NEW IMAGE COSMETIC

CASE STUDY

DeveByte's brand awareness and **SEO campaigns** helped **New Image Cosmetics** increase the conversion rate and reduce **CPC** costs.

About New Image Cosmetics

Designed for nurturing and renewal, New Image Cosmetic is Edmonton's only medically-directed luxury cosmetic spa. They have experienced therapists and estheticians who deliver an array of cutting-edge spa treatments and services, including signature massage, facial, and pedicure.

Key Challenges For New Image Cosmetics

Alberta's recent recession negatively impacted the business of New Image Cosmetics. The company relied on its existing clientele and saw a decline in sales. They wanted to target a broader audience and convert them into paying customers.

Moreover, the company had a well-established clientele and wanted to **target them through online channels.**

"The recession hit us really hard. We were having trouble attracting customers and looking for ways to reach an online audience to increase our sales," the New Image Cosmetics' sales manager stated.

New Image Cosmetics relied heavily on traditional marketing techniques like signage, TV commercials, and flyers, which provided little return on their investment.

To solve these challenges and **maximize lead generation and conversion rates**, New Image Cosmetics turned to Devebyte for help.

We noticed a significant opportunity for their digital market that they have attempted to capture but quickly lost motivation due to its complex nature.

The Game Plan

At Devebyte, our professional marketers have extensive knowledge of Google AdWords. We carried out extensive research and carefully analyzed the client's business to develop an effective Google AdWords strategy to maximize their marketing ROI.

We rebuilt their Google **AdWords account and developed several high-converting landing pages**. We also redesigned their existing website. Working closely with several Google representatives, we ensured compliance and drive many new audiences to book consultations.

Our professionals also created weekly statistic reports to see the trends and continued to optimize the campaigns' performance. We found the highest converting landing pages and continued to edit them to keep boosting conversions. We found that users tend to respond better to static images within their landing pages, opposed to videos.

We primarily focused on **Pay Per Click Optimization with Google AdWords** and worked on web development and search engine optimization to ensure the best results.

Here's All We Have Accomplished

Using a lead magnet, we saw a drastic increase in sales. New Image Cosmetics also offered a free Microdermabrasion with every consult, which enabled them to convert leads to paying customers.

The company saw a **21% increase in sales in the first month**. The increased call volume and steady increase in conversion rate resulted in higher marketing return on investment.

We continued user tracking, email management, and weekly statistic analysis to optimize Google AdWords campaigns to continue growing their sales volume.

New Image Cosmetic Google AdWords Management

Week# 9 (October 19 – October 25) and
Month End summary (September 21 – October 19)

Campaign 1:

Ad budget set at \$16.00/Day with five active ads: Search and Display
We were running three ads for search and two ad groups for display ads.

Targeting:

Edmonton, Red Deer, St. Albert, and Sherwood Park.

Interactions	Impr.	Interaction rate	Avg. Cost	Conversions	Cost / eonv.	Cost
186	27,980	0.66%	CA\$0.63	9	CA\$12.92	CA\$117.45

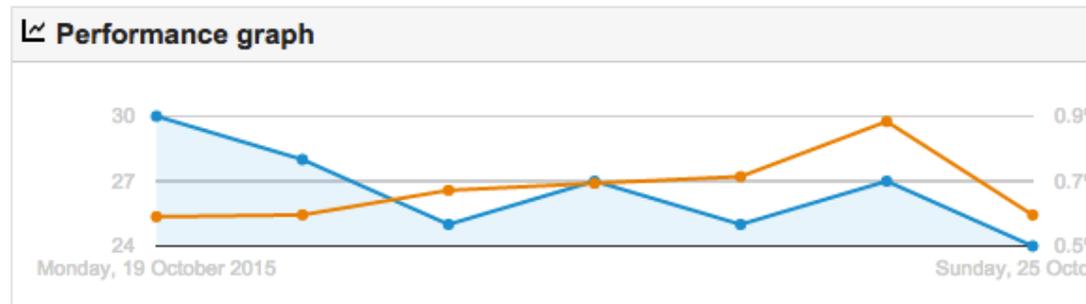


Figure 1: Campaign Summary

During this week, a **total audience of 27,980** was reached with a budget of \$117.45. We received **186 interactions** and **9 conversions** from these impressions, five more than the previous week.

Our Search campaign was sitting at 1.25% CTR and the Display campaign at 0.59% CTR

+ CAMPAIGN									
Edit Details Bid strategy Automate Labels									
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget ?	Status ?	Impr. ?	Interactions ?	Interaction rate ?	Avg. Cost ?	Cost ?
<input type="checkbox"/>	<input checked="" type="radio"/>	S - Landing Page Test	CA\$8.00/day	Eligible	3,112	39 clicks	1.25% CTR	CA\$1.58 per click	CA\$61.67
<input type="checkbox"/>	<input checked="" type="radio"/>	Display - New Image	CA\$8.00/day	Limited by budget ?	24,868	147 clicks	0.59% CTR	CA\$0.38 per click	CA\$55.78
Total – all but removed campaigns					27,980	186	0.66%	CA\$0.63	CA\$117.45
Total - all campaigns			CA\$16.00/day		27,980	186	0.66%	CA\$0.63	CA\$117.45
Total - search					3,112	39	1.25%	CA\$1.58	CA\$61.67
Total – Display					24,868	147	0.59%	CA\$0.38	CA\$55.78

Figure 2: Month End Summary (September 21 – October 19)

We reached a total of **114,571 people**, with 784 of those interacting with our ads. It also led to **37 conversions**, which were a whopping **76% more than the previous month**. We were looking at an excellent overall trend that carried over to the next month.

Creating a Winning Google AdWords Campaign

Our goal was to run effective GoogleAdWords Campaigns to maximize engagements and conversion rates for New Image Cosmetics. We regularly monitored the response and continued planning and optimizing the campaigns to generate maximum sales and marketing ROI for the client.

Our professional marketers worked on **lowering the cost of conversion rate while increasing the number of conversions**. We closely monitored for keyword trends within each ad group and refined negative keywords to cut down the PPC cost. Our tireless effort enabled us to identify high-performing keywords that lead to increased conversion rates.

New Image Cosmetics Testimonial

"I'm thoroughly impressed with the results. Devebyte has experienced marketers who developed effective Google AdWords campaigns and helped us increase our online sales."

– General Manager, New Image Cosmetics

Hire Devebyte to Optimize Your PPC Campaigns

Our professional SEO and Google AdWords campaign optimization services boosted New Image Cosmetics' online sales. Our constant search campaign refinement helped them generate more leads and improve their conversion rates.

Devebyte offers reliable web development, SEO, and Google AdWords optimization solutions to clients spread across all industries. Our experienced marketers can help your business grow.

Get started today! Give our professionals a call at **1-780-445-4359**.