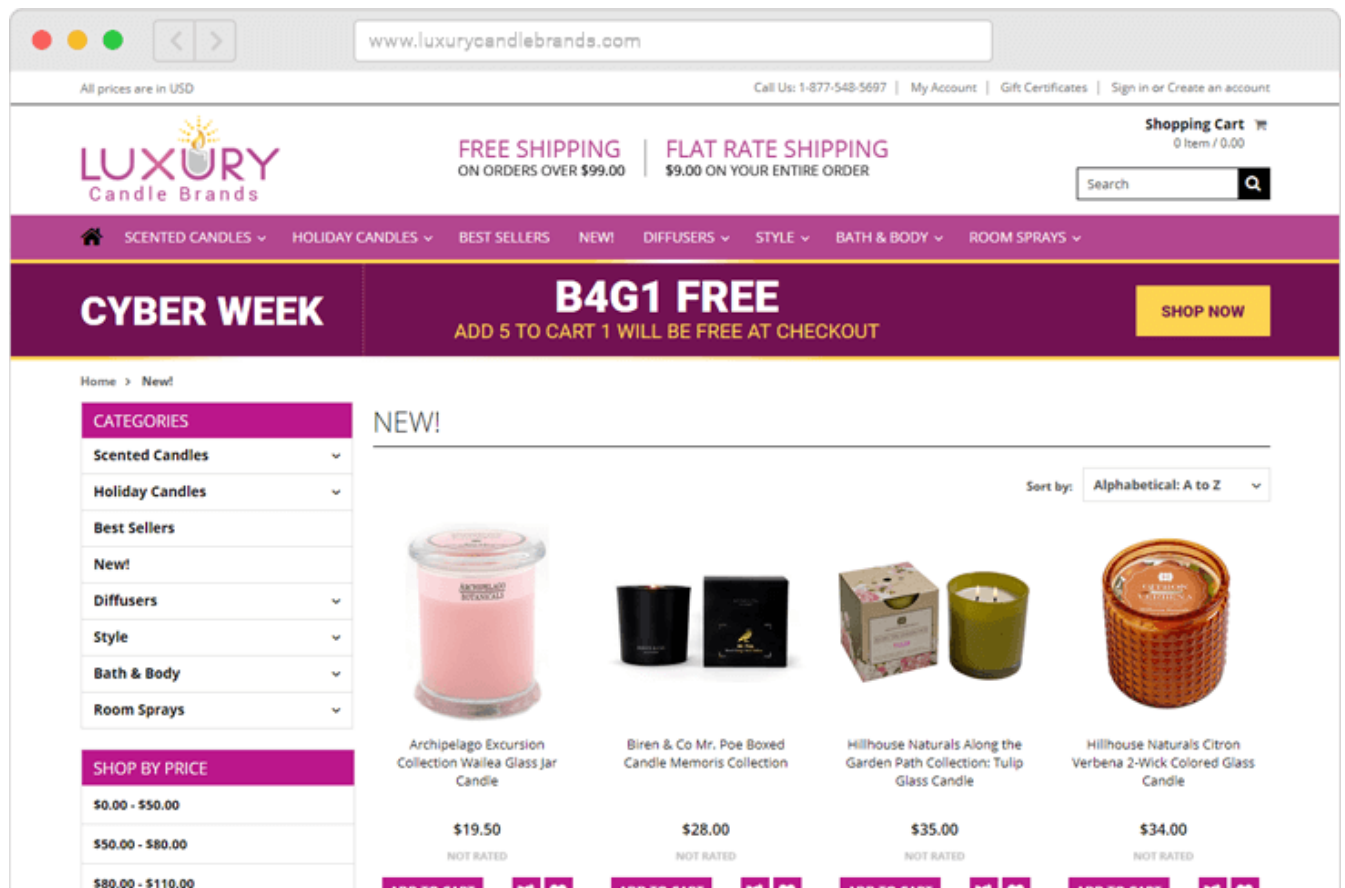




Luxury Candle Brands Digi Marketing Campaign



luxurycandlebrands.com

Luxury Candle Brands is a leading online shop; selling huge range of Scented Candles, Home Fragrance, Room Sprays, Diffusers online exclusives & special offers. They sell online scents and sprays for bath & spas and rooms from major all popular brands in the world.

Our Role

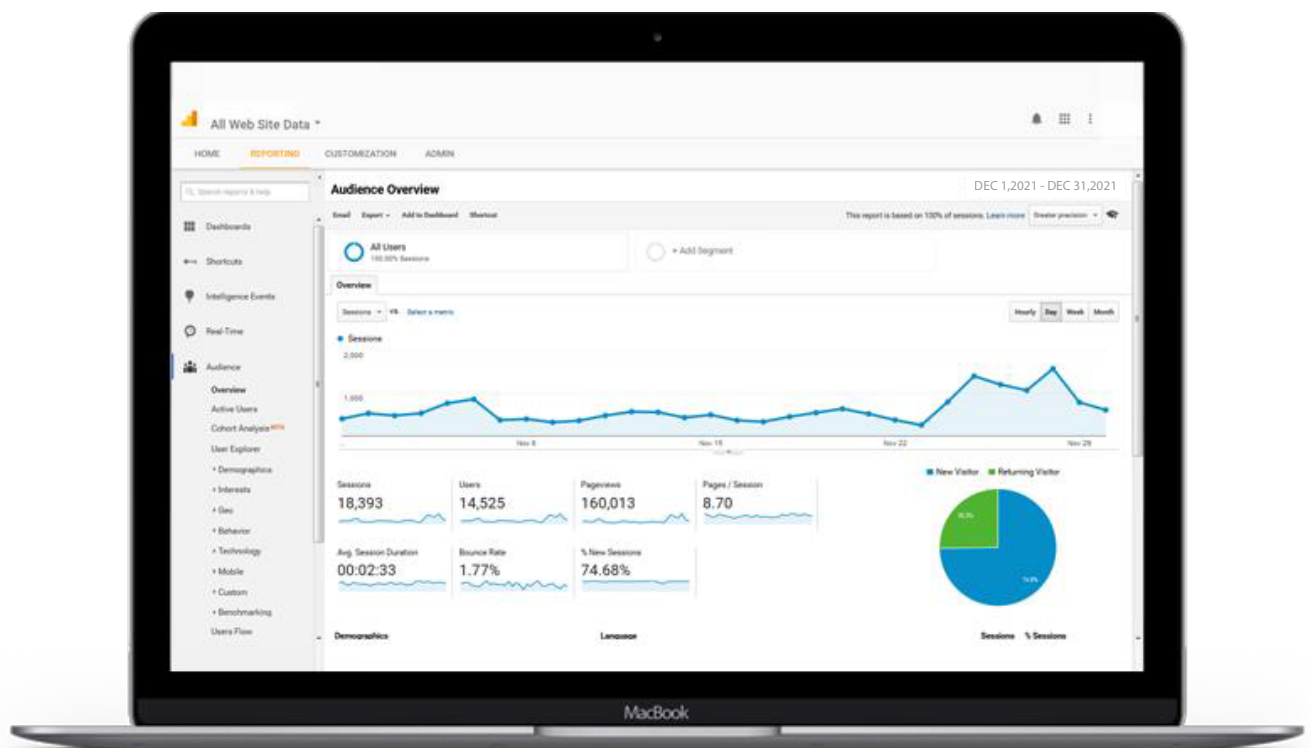
- + Google shopping ads campaign design
- + Products feeds uploading & optimization
- + Products labeling and segmentation
- + Strategic bidding adjustments
- + Negative keywords list building
- + Continuous monitoring & reporting

Challenge

Client wanted to increase sales and revenues. The client had used few companies and were spending around \$2000 per month and were getting very little conversion. Luxury Candle Brands being in a quite competitive industry had a big challenge of ramping up their sales and revenues.

Solution

We recommended to run their SEO, PPC and PLA campaigns. Luxury Candle Brands were not running any Google Feeds/PLA campaigns. We had set that up right away and were able to show some very good success with that campaign. Also we ran a brand campaign for Luxury Candle Brands on PPC where they were losing quite a bit of money. We completely rewrote their Ad Copies and adjusted their bids. That was a game changer for Luxury Candle Brands.



Achievements

VISITS INCREASED BY

113.49%

SALES INCREASED BY

490.91%

REVENUES INCREASED BY

710.47%

CONVERSION RATES INCREASED BY

176.78%

ORDERS INCREASED BY

60.24%