

1BID1 CASE STUDY



The Pay Per Click Services provided by Marccx Media reduced 1Bid1's Cost Per Conversion by 50% in less than 4 months.

Goals

Launched in the summer of 2016 to compete with eBay as the online auction to buy and sell products, 1Bid1 was looking for an inbound marketing strategy to:

- Increase relevant website traffic
- Boost account signups
- Generate revenue through product listings

Approach

Content Strategy + Creation

We worked with 1Bid1 to identify the most popular products across their auction, including women's apparel and electronics, before creating customer personas by product. For each persona, we fashioned a multi channel marketing strategy encompassing:

- Visual content, including styling guides and photo galleries, for fashion forward consumers
- Social media management across Instagram and Twitter
- Email marketing newsletter to share seasonal sales, promote best selling products and nurture buyers and sellers

Campaign Build Out

Prior to our engagement, 1Bid1 had no digital marketing plan in place. In order to drive immediate traffic to their website, we setup their AdWords campaign by pursuing:

- Keyword research by product categories, customer personas and competitors
- Campaign Structure, including ad group organization, targeting, bid strategy and the use of ad extensions
- Writing and revising original ad copy & designing display ads
- Landing page design and development
- Conversion Tracking, Tag Manager and Google Analytics setup

Ongoing AdWords Account Management

We set out to quickly identify the highest converting keywords across the Search network, and raise the Quality Score for each keyword. To improve Quality Score, we focused on:

- Increasing Click Through Rate (CTR) by revising ad copy
- Updating bid strategy based on conversion tracking
- A/B testing landing pages by relevance and engagement factors, including conversion rate
- Remarketing campaigns that averaged high conversion rates and lower cost per clicks, leading to a better ROI

Results

Within the first 4 months of our AdWords engagement, we increased the number of conversions (e.g. account signups) by **+471%** and decreased the cost per conversion by **-50%**.

Time	Conversions	Cost Per Conversion
December 2016	89	\$14.90
January 2017	131	\$11.69
February 2017	337	\$8.60
March 2017	420	\$7.47

ABOUT MARCCX MEDIA



Founded on search principles and focused on performance-driven digital marketing, Marccx Media is your multi-channel marketing partner. We believe in serving our clients, growing your customer base and driving more conversions for your business. Our primary digital marketing services include Search Engine Optimization (SEO), Search Engine Marketing (Paid Search) and Content Marketing.

To learn more visit www.marccx.com