

## Improved AdWords management delivers a 27% increase in Bissell's e-commerce revenue

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**Jenny Woolmer**  
ConversionWorks

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In just one month, ConversionWorks drives a 27% increase in e-commerce revenue without increasing advertising costs.

Bissell is the biggest manufacturer of floor care products in North America with annual revenues of \$800million. They are best known for their carpet cleaning vacuum cleaners that wash carpets and are proud to be known as a company of neat freaks!

### The Challenge

Like most companies, Bissell are focused on getting better value from their online advertising and most importantly, on increasing online sales (via their website [www.bisselldirect.co.uk](http://www.bisselldirect.co.uk)). They understood that expert optimisation of their Google AdWords campaigns could help them deliver the golden trio of increased sales, conversion rates and profit margins.

Bissell consulted with ConversionWorks to help them manage and optimise the performance of their Google Adwords campaigns.

The ConversionWorks AdWords team started with a thorough account audit followed by in-depth analysis of their traffic using Google Analytics.

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## Google Analytics

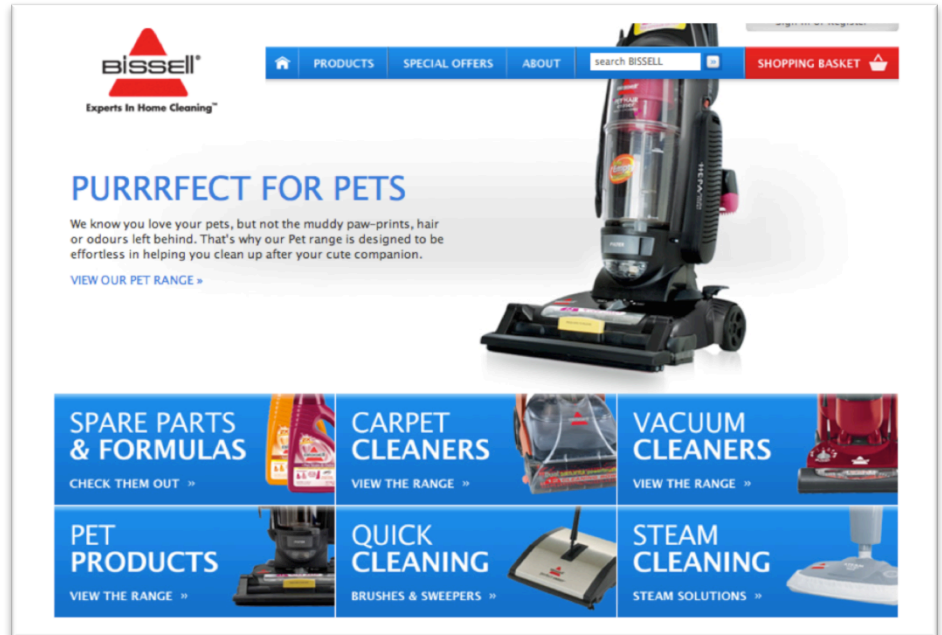
Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

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*As conversion rate specialists it's this combination of traffic data and website behaviour data that really helps us to leapfrog forward the performance of our client's paid traffic campaigns"*

**Jenny Woolmer**  
Senior Search Marketing and Analytics Executive



## The Results

Within the first month of optimisation, performance of Bissell's Adwords campaign had improved significantly:

- 27% increase in e-commerce sales revenue (year-on-year\*)
- 53% increase in conversions (year-on-year)
- 31% decrease in cost per acquisition (year-on-year)
- No increase in marketing spend

*"The combination of years of AdWords management together with our advanced Google Analytics skills has allowed us to develop our in-house optimisation methodology for paid traffic optimisation.*

*Bissell's substantial uplift in campaign performance is a great example of how effective and profitable this can be when applied to a large Adwords campaign."*

**Jenny Woolmer**  
Senior Search Marketing and Analytics Executive

*\*Year-on-year comparisons have been used as the account is seasonal.*