



WantSunglasses increases conversion rates by 30% in just 30 days by harnessing the power of Google Analytics

conversion
works

WantSunglasses
Designer brands discounted online

"By improving our conversion rate and AdWords ROI we were able to be more aggressive and increase our AdWords marketing budgets - capturing more sales and a larger share of the online sunglasses market. We could only afford to do this because ConversionWorks had increased our conversion rate and in turn profit per order."
—Online Marketing Team,
WantSunglasses.co.uk

WantSunglasses is a designer sunglasses e-tailer.

With the internet being such a crucial sales channel for the business, improving online conversion rates and AdWords ROI is a top priority.

From their first meeting, ConversionWorks were keen to help the Online Marketing Team at WantSunglasses improve the performance of their AdWords advertising.

WantSunglasses had a substantial monthly AdWords spend and some great campaigns, but it was clear that they were missing an important dimension – to date Google Analytics hadn't been used to run the strategy for the campaigns.

"By using Google Analytics together with your AdWords dashboard data, we get far more understanding and insight. Almost instantly it becomes possible to identify opportunities to optimise the campaigns that we would never have known by using the AdWords dashboard data alone"
—Russell Sutton, ConversionWorks

The results

Within a month the benefits of the new approach started to speak for themselves:

Conversion Rate	↑ Up 30%
AdWords ROI	↑ Up 24%
Revenue	↑ Up 92%
AdWords spend	↑ Up 69%

The Online Marketing team at WantSunglasses quickly came to realise that improving conversion rates allowed them to do far more than just save money:

"By improving our conversion rate and AdWords ROI we were able to be more aggressive and increase our AdWords marketing budgets - capturing more sales and a larger share of the online sunglasses market. We could only afford to do this because ConversionWorks had increased our conversion rate and in turn profit per order."
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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/>

The path to better AdWords management

The ConversionWorks team are big believers in using Google's tools to manage and improve AdWords campaigns. In the right hands, a well configured Google Analytics account can quickly yield insights that drive improvements in conversions.

A thorough analysis of Google Analytics allowed the team to pinpoint which times of the day people were researching sunglasses and which times of day they were buying the product.

"Very rarely do people buy a product on their first visit to a website – typically it can take multiple visits before a purchase is made.

Once we understood the researching and buying habits for visitors we were able to alter the campaigns to ensure the AdWords budget was managed appropriately.

The results were near instantaneous – we saw a jump in conversion rates as we pinpointed people at exactly the right time when they were in the right frame of mind"

–Russell Sutton, ConversionWorks

AdWords + Google Analytics = Success

Simply installing Google Analytics isn't enough. Having a cross-discipline team that can interpret and understand the data is the crucial next step.

ConversionWorks are well placed in having Google Analytics and AdWords specialists who can work together.

The benefits for clients are clear – every campaign can benefit from a substantially improved conversion rate and a higher ROI!

