

BISSELL cleans up online, thanks to Conversion Works

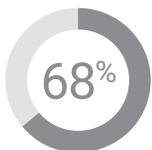
conversion works

About Conversion Works

A PPC, web analytics and conversion rate optimisation agency.

- www.conversionworks.co.uk
- Berkshire, UK

Results



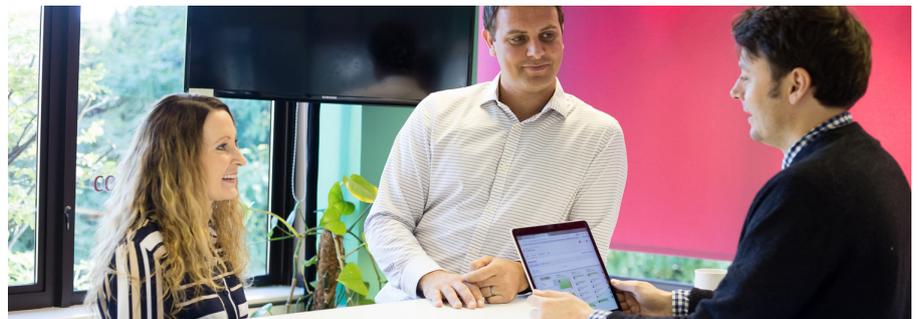
Increased conversion rates



Increased profit on ad spend



Increased BISSELL's average order value



BISSELL is one of the world's leading providers of floorcare solutions, offering a whole range of carpet washing, vacuuming and cordless products. The brand targets a wide consumer audience, from stay at home mums, to people in small flats and compact urban apartments.

Although its online marketing was performing reasonably well, BISSELL commissioned web analytics and optimisation agency, Conversion Works, to shift the emphasis from driving revenue to increasing profit and ROI.

To do that, Conversion Works set up remarketing lists for BISSELL's search ads. This allowed the business to bid higher for people browsing Google Shopping who had already visited the site—and effectively nudge them back into reconsidering the brand, and purchasing.

Jennifer Holt, Head of Paid Search at Conversion Works, explains. "During the first two months of the campaign, we increased conversion rates by 68%—from 3.6% to 6%. On top of that, profit on ad spend went up 89%."

"A particularly notable result of the campaign" adds Jennifer, "has been that BISSELL's average order value has risen to an increase of 57%."

"For BISSELL, the aim here wasn't necessarily about boosting website visitor numbers, but actually generating better, more valuable traffic instead. And we've definitely achieved that," concludes Jennifer.

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