

Mizuno



MP-H5
Hollow Flow Construction

Dramatically increasing quality site traffic and user interaction using Google's Search and Display Networks

Mizuno is one of the largest golfing brands in the world, specialising in custom-made golf clubs.

They sought our PPC expertise to increase website visits from new users, as well as boost onsite interaction with the store finder function to direct potential customers to their Swing DNA Fitting Centres.

Strategy

Conversion tracking had not been implemented across Mizuno's AdWords account. This meant that assessing the quality of traffic generated by the account was a near impossible task.

However, by importing behaviour-based goals from Google Analytics into AdWords as conversions, we were able to evaluate the quality of AdWords traffic. These goals included factors such as time spent on site and the buttons that users clicked whilst browsing.



"Working with ConversionWorks has been a great experience. They continue to find new ways to track user behaviour, based on our campaign objectives.

We're incredibly happy with the results."

David Matthews, Mizuno

264%
Increase in new users on site

63%
Increase in users interacting with store finder function

Mizuno



With the above in place, we targeted a combination of affinity and in-market audiences across the Google Display Network, as well as using generic search campaigns, to push highly-qualified traffic to Mizuno's site.

Results

- 264% increase in new users on site.
- 63% increase in users interacting with the website's store finder function.

The use of imported Analytics goals allowed us to see which PPC traffic resulted in interaction with the Store Locator or Shop This Product buttons and optimise accordingly.

This fulfilled the client's objectives of driving new, qualified traffic to their website, as well as boosting site interactions that carry purchase intent.

