

Somerset Care PPC Performance Case Study
Q1 - Q3 2022

Contents

1. Introduction - Who We Are
2. Our Brief - An Overview of Somerset Care and Their PPC Marketing Goals
3. Solution - How We Were Successful in Meeting Somerset Care's Goals
4. Our Results



About Us

We are an integrated creative communications agency born in Bristol, with a diverse range of clients throughout the UK. From traditional advertising platforms to innovative digital media engagement, we create multi-channel communications that not only stand out, but get results.

The Brief

Somerset Care are a major not-for-profit care provider in Southern England, with 26 residential care homes and services catering to the elderly in the community. With over 30 years of care under their belts, they are committed to providing the highest quality of care to their residents and communities across Somerset, Devon, Wiltshire, BaNES and the Isle of Wight.

Over the course of 2022 t&s have been dedicated to improving the quality of Somerset Care's Google Ads offering, aiming to provide a more cost-effective solution to their marketing needs. Our goal was simple - to reduce wasted budget, increase leads and reduce the cost per lead.

The Solution

Over the course of this year, we have improved the Somerset Care Google Ads account significantly, using the following methods:

1. Paused out under-performing keywords that were spending budget without results over an extended time-period.
2. Split out ad groups to become more themed and relevant to their ads.
3. Assessed the bid strategies in place and transitioned gradually from a traffic-focused strategy to a conversion-based strategy.
4. Amended the attribution modelling from a last-click attribution to data driven attribution.

PPC Performance Q2 vs Q1

Conversions	Reduction in Cost/Conv.	Conv. rate
229 ↑ 67	-51.66%	1.20% ↑ 0.57%

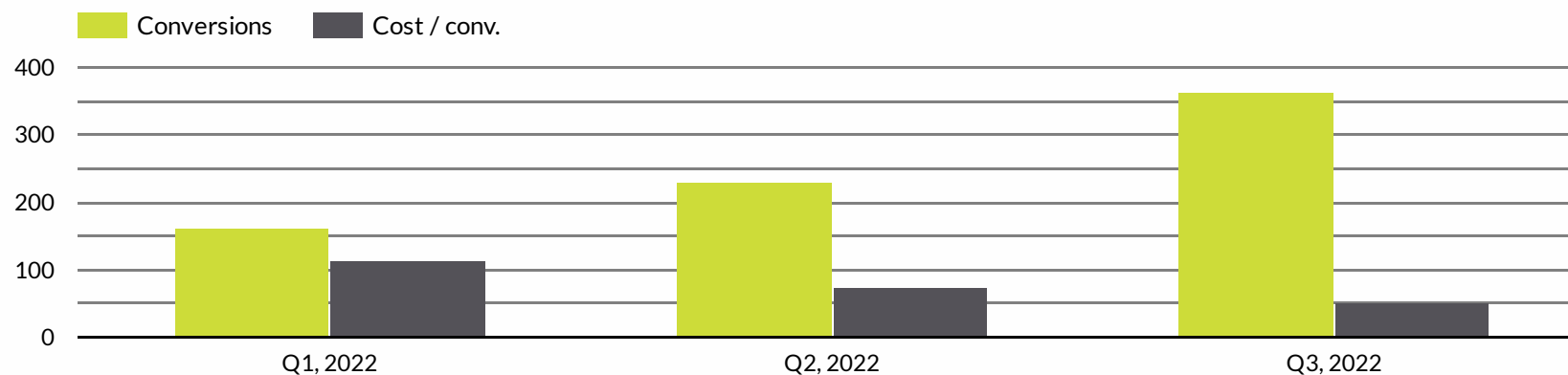
PPC Performance Q3 vs Q2

Conversions	Reduction in Cost/Conv.	Conv. rate
362 ↑ 133	-46.80%	3.35% ↑ 2.15%

In Q2 2022 we started work on eliminating wastage in the account, enabling us to make initial improvements to the current setup. This predominantly included looking at a year's worth of data to pause out any underperforming keywords and ads that were spending excessively without providing leads. We also took the time to restructure the campaigns to be more thematic and include more Responsive Search Ads and Dynamic Search Ads.

After the initial work in Q2 was completed and we had our basic working campaign structure, we turned to look at bidding strategy to complete our transformation of the account. The previous strategy had focused on traffic, aiming to bring as many users to the website as possible. Slowly over the course of the quarter, we changed our bidding strategies to be more conversion focused, initially using Maximise Conversions, then where appropriate implementing a Target CPA bidding strategy. We also changed how we attribute conversions to the keywords and ads, so instead of only looking at one touchpoint in the journey, we are now using a more holistic approach, taking every touchpoint into consideration.

Quarter	Conversions	Conv. rate
Q1, 2022	162	0.64%
Q2, 2022	229	1.2%
Q3, 2022	362	3.35%



For any help with the information contained within this document, please contact: ppc@tandsadvertising.co.uk or call 0117 315 5118.

