

DIGITAL MARKETING

GOOGLE ADS CASE STUDY

CLIENT PROFILE

Business

Wooden Flooring Solutions

Target Audience

Interior Designers, Architects, Builders, Home Owners

Targeted Area

All Metro cities, India

Wooden Flooring Company

Increased Conversions by 403%



Trysquare Flooring; a 2 decade old wooden flooring and decor firm based in Bangalore has been actively pursuing lead generation using Digital marketing media for over a year now. Immersive Radical Digimedia (IRDM) has been at the forefront of this digital campaign managing the online presence for Trysquare with a website, social media presence on Facebook & Instagram.

The most recent campaign from Team **IRDM** had an objective to drive more conversions for their Flooring products with the help of display advertising on Google Ads (previously AdWords)

The final result?

Overall conversions increased by **403%** and the average CPC for the account stood at just INR **2.6/-** with an improved CTR of **46%**.

Goals

1. Increase the no of inquiries for **Wooden flooring products**.
2. Acquire new **customers** from targeted cities across India.





Approach

1. Targeted with Dynamic Display Ads with the real pictures of the previous projects related to Wooden Flooring and others. This created an interest in users and increased the Interaction Rate.

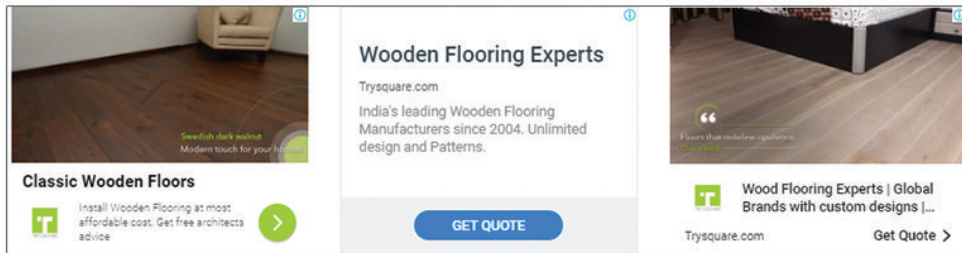


Figure 1: Google Display Ads

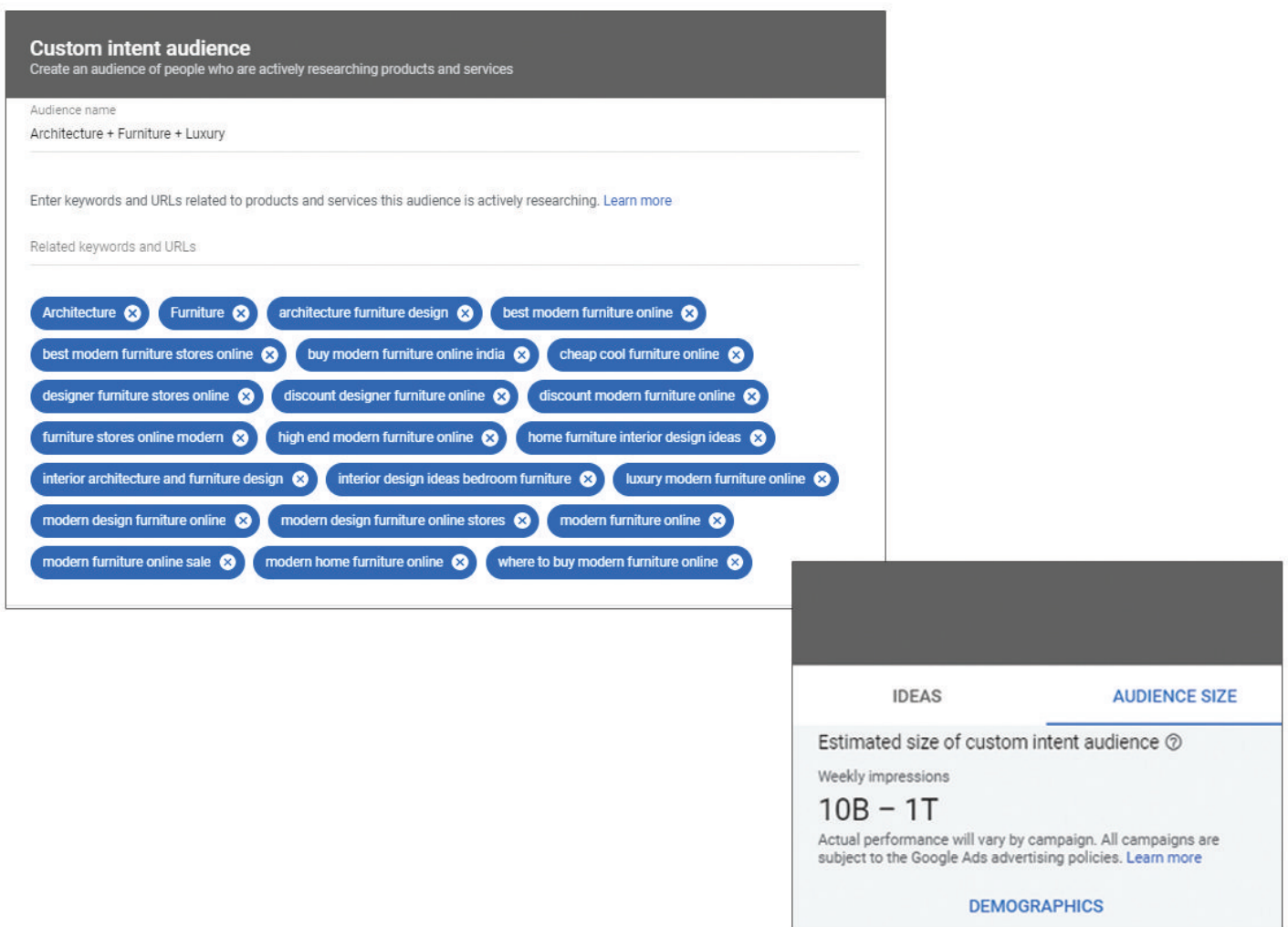
2. Dynamic Display Ads were targeted to the target audience who might be looking for Architecture, Furniture, Luxury Homes, Interior Design, etc. and added the keywords related to all the above-mentioned categories for the Ad placements.

ProTip:

Always use real images of the product or service you want to promote. Avoid internet / stock images. Inform what you want your audience to get from the Ad. In this case we use the 'Get Quote' button for interested visitors.



The advantage of Custom intent audience advantage allowed us to reach the ideal audience for this flooring business in Display campaigns by segmenting ad groups according to the specific keywords and landing pages that we were targeting. The Google Ads Audience Manager has auto-created audience segments based on the keywords we were using for the campaigns, and we also defined our own audiences by entering keywords, interests, Ideas related to this industry.



Custom intent audience
Create an audience of people who are actively researching products and services

Audience name
Architecture + Furniture + Luxury

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

- Architecture
- Furniture
- architecture furniture design
- best modern furniture online
- best modern furniture stores online
- buy modern furniture online india
- cheap cool furniture online
- designer furniture stores online
- discount designer furniture online
- discount modern furniture online
- furniture stores online modern
- high end modern furniture online
- home furniture interior design ideas
- interior architecture and furniture design
- interior design ideas bedroom furniture
- luxury modern furniture online
- modern design furniture online
- modern design furniture online stores
- modern furniture online
- modern furniture online sale
- modern home furniture online
- where to buy modern furniture online

IDEAS **AUDIENCE SIZE**

Estimated size of custom intent audience ⓘ

Weekly impressions
10B – 1T

Actual performance will vary by campaign. All campaigns are subject to the Google Ads advertising policies. [Learn more](#)

DEMOGRAPHICS

3. Added Affinity Audience to all the SEARCH CAMPAIGNS related to ideas Architecture, Furniture, Construction, Home Renovation, Home services, Interior Designing, Decoration, etc.

ProTip:

Using Dynamic Display Ads in Google, you can run prospecting campaigns to increase the relevance of the message in order to attract users to the site. As a result, from just display ads alone we created around 60 leads with just INR 3/- for one Ad Click.

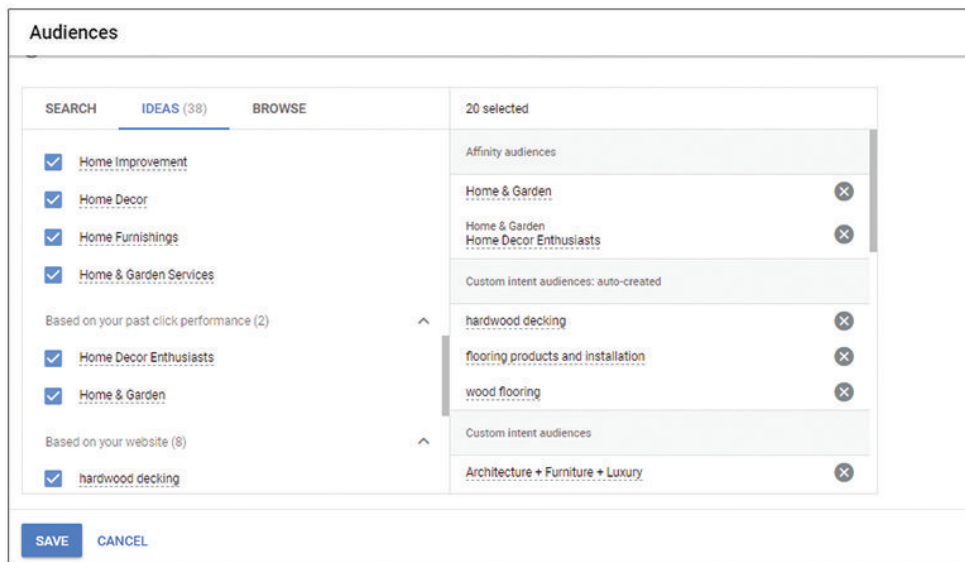


Figure 2: Targeted Audience.

4. Created Responsive Search Ads for all product categories and added 10 Unique Headlines for each ad copy (targeting high search volume keywords), 5 Different Descriptions about the company and its services in just 90 letters.

Ad	Ad type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↓ Conversions	Cost / conv.
Solid Wood IPE Wall Cladding High Quality IPE Wood Cladding Outdoor Wall Cladding... www.trysquare.com/Cladding-Wood Widely Acclaimed Manufacturers Of Outdoor Wood Cladding. High Quality Composite... View assets details	Responsive search ad	478	34 clicks	7.11%			7.00	₹67.26

Figure 3: Responsive Search Ad Performance

5. Added Call to Action Texts like GET QUOTE, GET COST OF ESTIMATION, GET FREE QUOTE, CONTACT US FOR A QUOTE, INSTANT QUOTE, GET EXPERTS ADVICE, GET ARCHITECTS ADVICE, SCHEDULE STORE VISIT etc. in the Headlines, Sitelink & Callout Extensions, etc. these prompted the users who're looking for quick service.

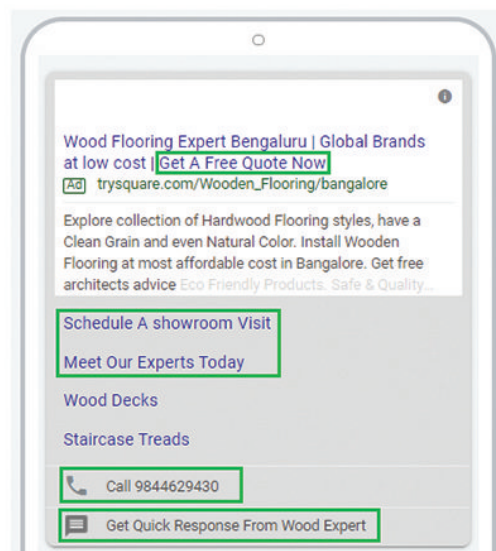


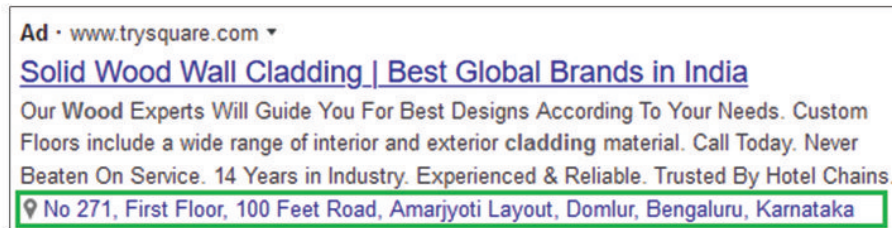
Figure 4: Call to Action & The Ad Copies

ProTip:

It is important to give your Audience some direction when you run a campaign. In this case we use the 'Get Quote' button for interested visitors. It becomes easier to measure the performance and RoI from the Ad.



6. Used Location Extension to use the advantage of reaching the local customers effectively. The ads contain the address, a map to the store location, and the distance to the business.



Ad · www.trysquare.com ▾
Solid Wood Wall Cladding | Best Global Brands in India
Our Wood Experts Will Guide You For Best Designs According To Your Needs. Custom Floors include a wide range of interior and exterior cladding material. Call Today. Never Beaten On Service. 14 Years in Industry. Experienced & Reliable. Trusted By Hotel Chains.
📍 No 271, First Floor, 100 Feet Road, Amarjyoti Layout, Domlur, Bengaluru, Karnataka

Figure 5: Location Extensions in the Search Results

ProTip:

By integrating Google Analytics with Google Ads you can obtain valuable insights into people's behavior after they've clicked your ads. The Google Ads reports allow you to evaluate the performance of your campaigns, ad groups, keywords and even get extra insights about your bid adjustments.





Results

1. Impressions increased from the targeted locations improved by 293% in just 2 months without increasing the daily budget.


Campaign	Campaign type	Impr. <>	Interactions <>
 Hyderabad-Cladding	Search	4,886 (+182.92...)	381 clicks
 Hyderabad - Stairs	Search	3,609 (+125.28...)	179 clicks
 Flooring Calc.	Search	0 (0.00%)	0
Total: All enabled cam...		1,687,947 (+293.60...)	25,821 engagements
Total: Account ?		1,687,947 (+293.31...)	25,821 engagements
Total: Search ca... ?		47,175 (+107.25...)	2,933 clicks
Total: Display ca... ?		1,640,772 (+303.73...)	22,888 engagements

Figure 6: Impression Rate

2. The clicks on the Display Ads improved by 76% and the average cost per click stood at just INR 0.7/-.




Campaign	Campaign type	Bid strategy type	Impr. <>	Interactions <>	Interaction rate <>
 Hyderabad-Cladding	Search	Target impression share	4,886 (+182.92...)	381 clicks	7.80% (+30.75%)
 Hyderabad - Stairs	Search	Maximize conversions	3,609 (+125.28...)	179 clicks	4.96% (+1.87%)
 Flooring Calc.	Search	Maximize clicks	0 (0.00%)	0	-
Total: All enabled cam...			1,687,947 (+293.60...)	25,821 engagements	1.53% (+46.63%)
Total: Account ?			1,687,947 (+293.31...)	25,821 engagements	1.53% (+46.71%)
Total: Search ca... ?			47,175 (+107.25...)	2,933 clicks	6.22% (+11.70%)
Total: Display ca... ?			1,640,772 (+303.73...)	22,888 engagements	1.39% (+76.72%)

Figure 7: Clicks Rate for the Display Ads.

3. The Overall Clicks Rate for all the Campaigns improved by 46%.

4. The Average cost for one click from Google Keyword planner is estimated at INR 25/-; however, decreased to INR 18/- for the Search Campaigns while improving the conversion rate parallelly.

5. The total no. of conversions improved by 403% while reducing the Cost per Conversion by 65% compared to the previous 2 months period.

Campaign	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>	Cost <>	↓ Conversions <>	Cost / conv. <>
Total: Account	1,687,947 (+293.31%)	25,821 engagements	1.53% (+46.71%)	₹16.25 (-70.25%)	₹68,911.30 (+71.64%)	363.00 (+404.17%)	₹189.84 (-65.96%)
Total: Search ca...	47,175 (+107.25%)	2,933 clicks	6.22% (+11.70%)	₹27.88 (-27.28%)	₹52,667.90 (+68.35%)	149.00 (+166.07%)	₹353.48 (-36.73%)
Total: Display ca...	1,640,772 (+303.73%)	22,888 engagements	1.39% (+76.72%)	₹16.25 (-74.31%)	₹16,243.40 (+83.27%)	214.00 (+1,237.50%)	₹75.90 (-86.30%)

Figure 8: The total No. of conversions

6. The no. of leads generated from the Dynamic Display Ads is 70% more than the Search Campaigns and the Cost per Conversion is 79% less than the Search Campaigns.

Summary of the Results



Impressions
1.68 Million



Clicks on Ad
25,821



Total Number of Leads
362



Cost Per Click
INR 2.6/-



Cost per Conversion
INR 190/-



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