



5603 Darrow Road, Suite 100, Hudson OH 44236  
(234) 380-1650  
44236-5015

## Case Study: Pay Per Click (PPC) and Advertising-to-Sales (A/S) ratio

**SALES INCREASED 33% AFTER PAY PER CLICK (PPC) CAMPAIGNS WERE OPTIMIZED BY HEDGES & COMPANY TO MEET A NEW CLIENT'S U.S. AND INTERNATIONAL SALES GOALS.**

### The Challenge

A leading online retailer had aggressive sales goals in both U.S. and international markets and wanted to maintain their advertising-to-sales ratio (A/S) at the same level as the previous year.

### Our Approach

Hedges & Company met this challenge using a multi-layered approach. An analysis was done to identify the top performing campaigns in the U.S. and optimize them for the international market. Keywords and ads were run in English and translated to reach Spanish-speaking customers. We also set up customized targets to reach Spanish-speaking customers in the Caribbean, Central and South America. In addition, a major emphasis was put on Dynamic Remarketing by creating an optimized custom data feed for their Google Merchant Center.

### End Results

The client was very happy with the outcome, which provided the following results:

- Sales increased by over 33%, beating their sales goals.
- Year over year advertising-to-sales (A/S) ratio, also known as Effective Revenue Share (ERS), was maintained.

*Hedges & Company is a full service digital marketing agency serving the automotive aftermarket, motorsports and powersports industries. We specialize in Internet marketing, market research, analytics and data. We are a Google Partner Agency and members of MRA, AAIA, Auto Care Association, PWA and SEMA.*