

ADWORDS SALES UP **OVER 100%**

WHEN IS AUTOMATION TOO MUCH AUTOMATION?

A classic case study of Man VS Machine. An INC 5000 company with over \$10 million in revenue and over 15,000 products hired one of the top PPC firms along with their proprietary platform only to find out that too much automation can destroy a business.

CLIENT PROFILE

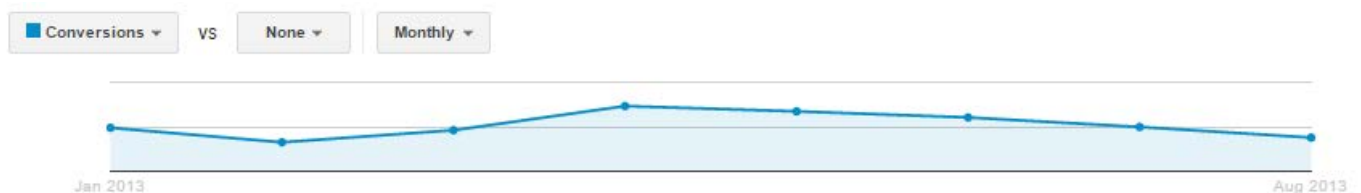


- An Inc 5000 company.
- 15,000+ products
- Over \$10,000,000 in yearly sales
- Online Retailer of Home improvement products.

SERVICE PROVIDED

Adwords Management - <http://prodigalsolutions.com/ppc-optimization/>

BEFORE PRODIGAL SOLUTIONS

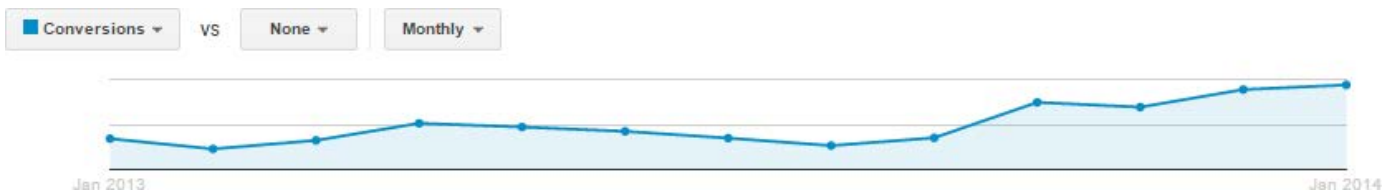


Sales were not impressive and they were sliding for several months. The company contacted us to see if we could help improve their campaigns.

OUR OPTIMIZATIONS

We began optimization by analyzing all of the data and asking the client many questions about their business. Understanding a business is very important when optimizing accounts.

We found several areas that needed to be improved and made many initial optimizations to get a quick boost. We don't rely on automated platforms to build out keywords, ads, and bids which we believe makes a big difference. Attention to detail and human intuition helped increase sales to record levels...



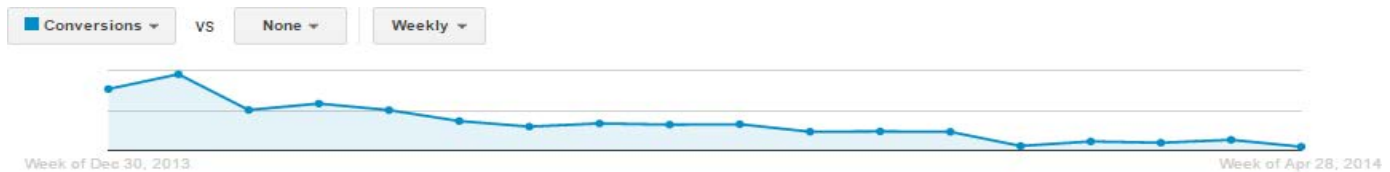
CLIENT CHOOSES AUTOMATED PLATFORM

Our client decided to hire one of the largest Adwords management firms who have some of the largest companies in the world as clients. Why would they do this when the account was doing so well with us?

Hand management is thought to be too time consuming and therefore too limited to manage large campaigns efficiently. The other firm convinced our client that an automated platform was needed to increase sales and ROI to the next level. Our client was shown examples of how many more keywords an automated platform can generate. It all sounded great, but...

AUTOMATED PLATFORM RESULTS

Sales dropped 85% with the automated platform.



The main reason for this huge drop in sales is the platform was just trying to adjust bids based on certain rules because that is basically all it can do. It can't dig deeper and see what is causing the lower conversions. This is lazy optimization.

We find out *why* something is not converting and fix it. We were optimizing everything by hand so we could catch everything and fine tune campaigns. The automated platform does not see if ads can be better, the keywords are being targeted incorrectly, the search terms are irrelevant, and much more.

So, why can't the Adwords management firms that use automated platforms also hand manage accounts?

It is too difficult to keep up with the automated platform. It will detect poor performing keywords, ads and ad groups then bid those lower. It continues to do this over and over which will drastically lower traffic and visitor data. It does not take long before there is little data for a human to analyze. If there is little visitor data, then no one will know why something was not converting. Was it an ad, an incorrect broad keyword, a certain visitor segment or something else?

Automated platforms can work for some great performing ad groups, but why do you need to pay a firm to set basic bidding rules that only push your best performing ad groups? Isn't the point of optimization to optimize all campaigns to drive more revenue from as many ad groups as possible?

Adwords management companies love automated platforms because they can set it up, let it run and charge you for little management work. It is great for their business, but is it good for your business?

BACK TO PRODIGAL SOLUTIONS

Our client came back to us to fix all of the campaigns and get them back on track. The following Adwords chart shows that we were able to double Adwords sales twice for this company. Want results like this? [Contact us](#) and speak directly with an account manager for a free evaluation.





GUARANTEED

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prod·i·gal /'präd i/

a person (or business) who spends money or resources freely and recklessly.

Our Solutions Eliminate Wasteful Ad Spend by Increasing Customer Acquisition Rates