

# BabyGear

is one of the leaders in online sales of children products in Denmark. The shop has a long history and a huge assortment (> 25 000 items). This is a working business, the profitability of which depends entirely on the choice and implementation of the correct online marketing strategy.

## ABOUT:

- Online since 2012
- Based in Copenhagen
- Online store of children clothes
- [www.babygear.dk](http://www.babygear.dk)

## GOALS:

- Completely update PPC campaigns
- Achieve 900+% ROAS(Return on ad spend)
- Reach monthly sales growth

## APPROACH:

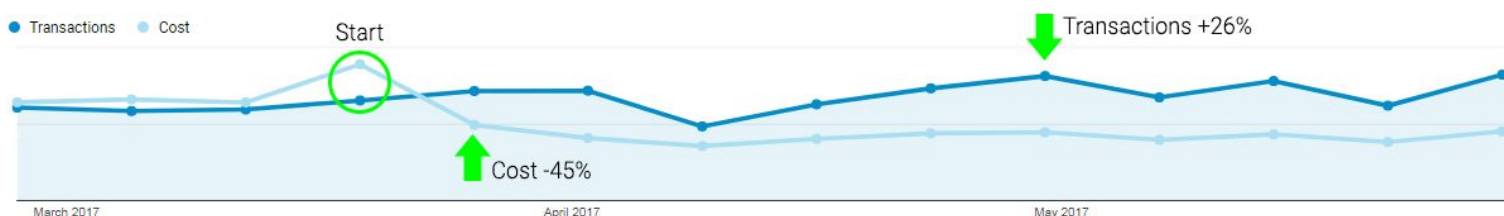
- Design solution for clients CRM to track net profit online
- Conduct competitors analysis and research
- Apply own API automated tools for PPC management
- Apply SKAG(Single Keyword Ad Group) strategy
- Run Dynamic remarketing and DSA(dynamic search ads)
- Run A/B test and heatmap optimization

## RESULTS:

- ROAS has reached over 950%
- CPO (Cost per order) has reduced by ~45%
- Sales have increased by ~26%

There was an ambitious task set - 9 kroons of profit should be received for one kroon of advertising expenses. The ratio was clearly not in our favor. But in couple of weeks we were able to cut CPA and increase ROAS by 30% approx. After all optimizations sales were increased by 26%.

An individual combination of the best strategies for PPC campaigns was developed for these tasks. And this gave an excellent result.



Warning! All our projects are under NDA. No exact data!