



FLOORMAX



CLIENT DESCRIPTION

Established in 1985 as Carpet N Things, FLOORMAX has grown to be the largest independent flooring retailer in the DC Metro area. The name was changed from Carpet N Things to FLOORMAX in 2009 to reflect the growing demand for hard surface products like wood, bamboo, cork, laminate, ceramic and luxury vinyl. FLOORMAX is proud to be a part of the DC community and remains a locally-owned and operated family business to this day.

“When we founded the business in 1985,” according to Rafi Ansari, founder and President of FLOORMAX, “we made a conscious effort not be like the other flooring and carpet retailers in the market. Back then, and even to this day, all of us try to live by The FLOORMAX Difference.”

SPECIALIZATION

- A complete range of products and services for all of your flooring needs.
- Brand names you know and trust. Not “liquidated” products of questionable quality.
- Experienced in design consultation and installation.
- Over a million square feet of in-stock material for immediate installation
- With a dedicated Customer Service Department

FLOORMAX DOUBLED CONVERSIONS WITHIN A YEAR WITH RUSKIN CONSULTING

The Challenges

- The Account structure was a mess, Campaigns and Ad Groups were broad and not targeted.
- There were no Negative Keywords added on the campaigns which lead to a lot of wasted clicks and money.
- The client wanted to have more conversions at a cheaper cost-per-conversion.

The Solutions

- We built a proper account structure, created tightly themed Ad Groups which generated quality clicks and increased click-through rate.
- We added negative keywords on the campaigns to make sure their Ads will not appear on irrelevant searches.
- We made sure that the ads were relevant to the associated Ad Groups, increasing the relevance of the ad text, and landing page relevancy.
- We reduced the keyword bids, paused non-converting keywords, reviewed the search terms regularly, and added bad search terms as negative keywords which decreased the cost per conversion by 47%.
- We wrote better Ads for better CTR and made sure that the landing pages are relevant, which gradually increased the conversion rate by 62%.

Growth and Impact



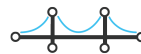
Increased Conversions
By **150%**



Decreased Cost Per
Conversions By **47%**



Increased Conversion
Rate By **62%**



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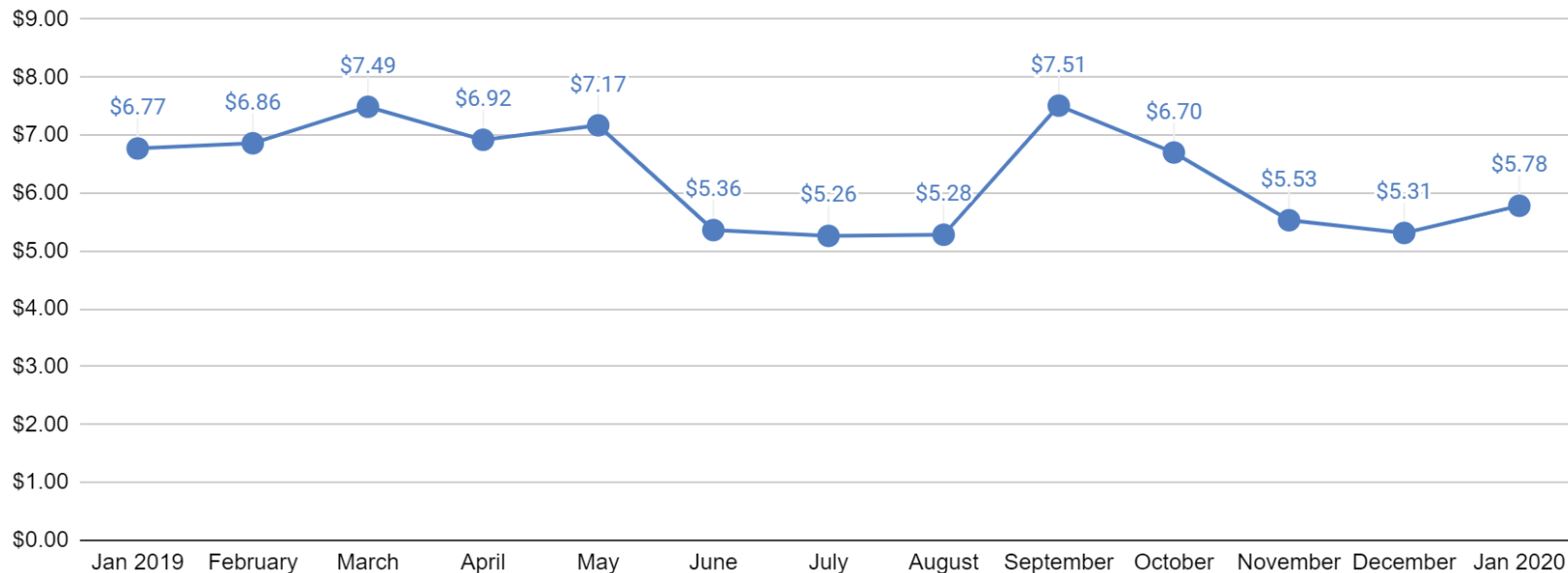
FLOORMAX

FLOORMAX DATA SHEET

	Jan 2019	February	March	April	May	June	July
Clicks	320	406	510	480	372	287	360
Impr.	8,194	9,244	10,173	9,768	7,625	6,175	8,826
CTR	3.91%	4.39%	5.01%	4.91%	4.88%	4.65%	4.08%
Avg. CPC	\$6.77	\$6.86	\$7.49	\$6.92	\$7.17	\$5.36	\$5.26
Cost	2,166.56	\$2,787.02	\$3,822.24	\$3,322.62	\$2,668.78	\$1,539.17	\$1,892.50
Conversions	35	42	59	62.5	43	32.5	42.6
Cost / conv.	\$61.90	\$66.36	\$64.78	\$53.16	\$62.06	\$47.36	\$44.42
Conv. rate	10.94%	10.34%	11.57%	13.02%	11.56%	11.32%	11.83%

	August	September	October	November	December	Jan 2020
Clicks	401	439	621	638	349	492
Impr.	8,187	8,990	11,503	14,689	8,985	11,881
CTR	4.90%	4.88%	5.40%	4.34%	3.88%	4.14%
Avg. CPC	\$5.28	\$7.51	\$6.70	\$5.53	\$5.31	\$5.78
Cost	\$2,118.35	\$3,294.94	\$4,163.44	\$3,531.17	\$1,853.83	\$2,844.12
Conversions	50.4	52	88	80.5	40.5	87.1
Cost / conv.	\$42.03	\$63.36	\$47.31	\$43.87	\$45.77	\$32.65
Conv. rate	12.57%	11.85%	14.17%	12.62%	11.60%	17.70%

RESULT - COST PER CLICK



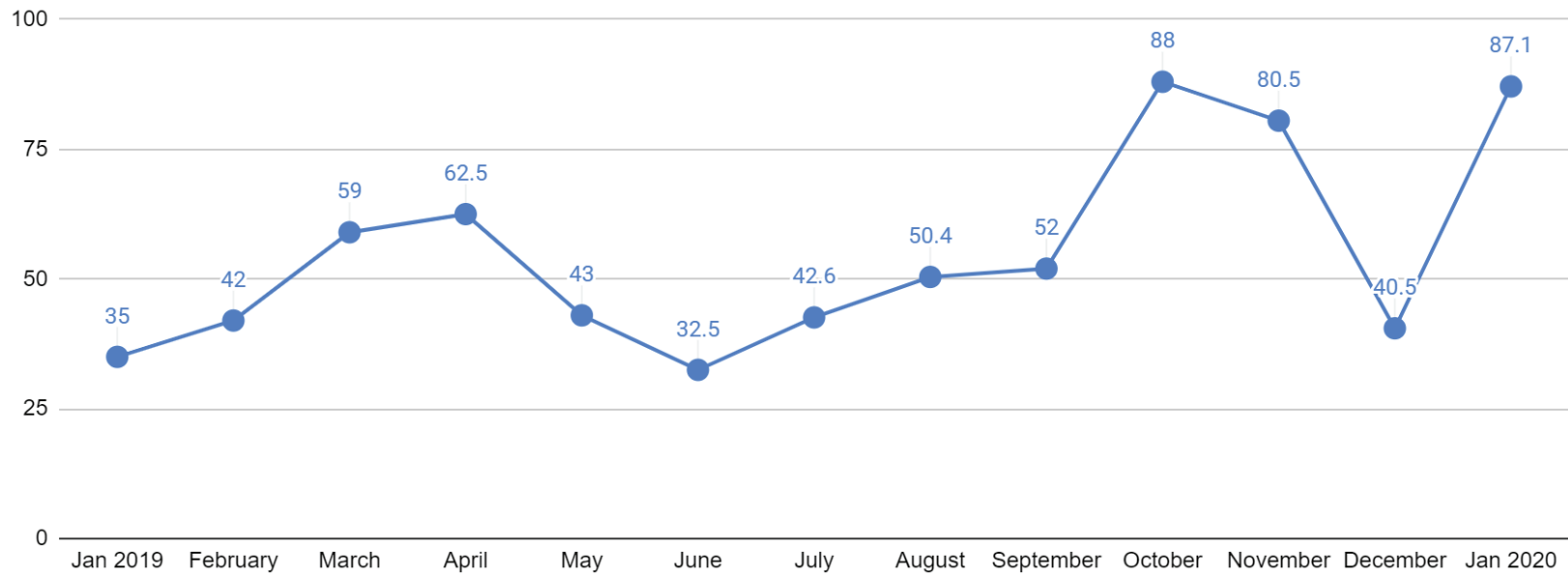
We created tightly themed ad groups, wrote better ads, and optimized the landing pages which improved the quality score and helped lower the cost-per-click.



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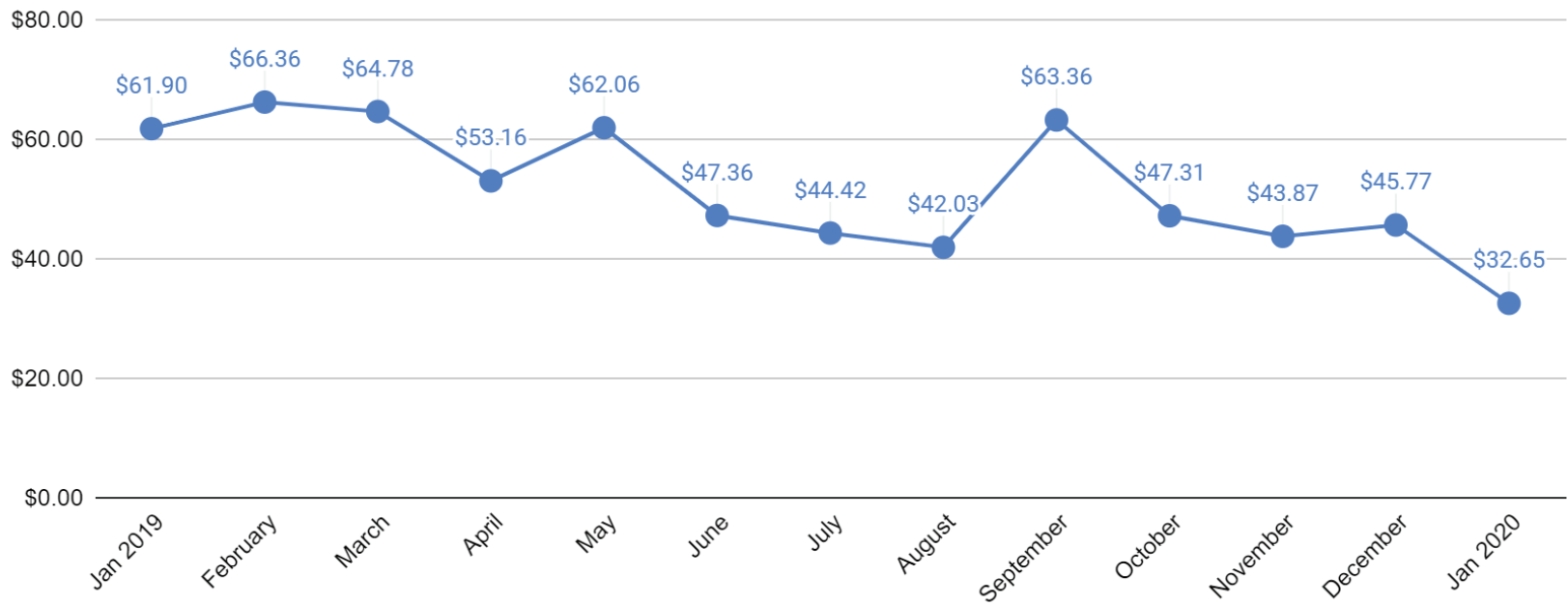


RESULT - CONVERSIONS

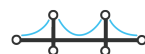


We aligned the ad copies with the landing pages, improved the landing page call-to-action, and ran a remarketing campaign to generate more conversions.

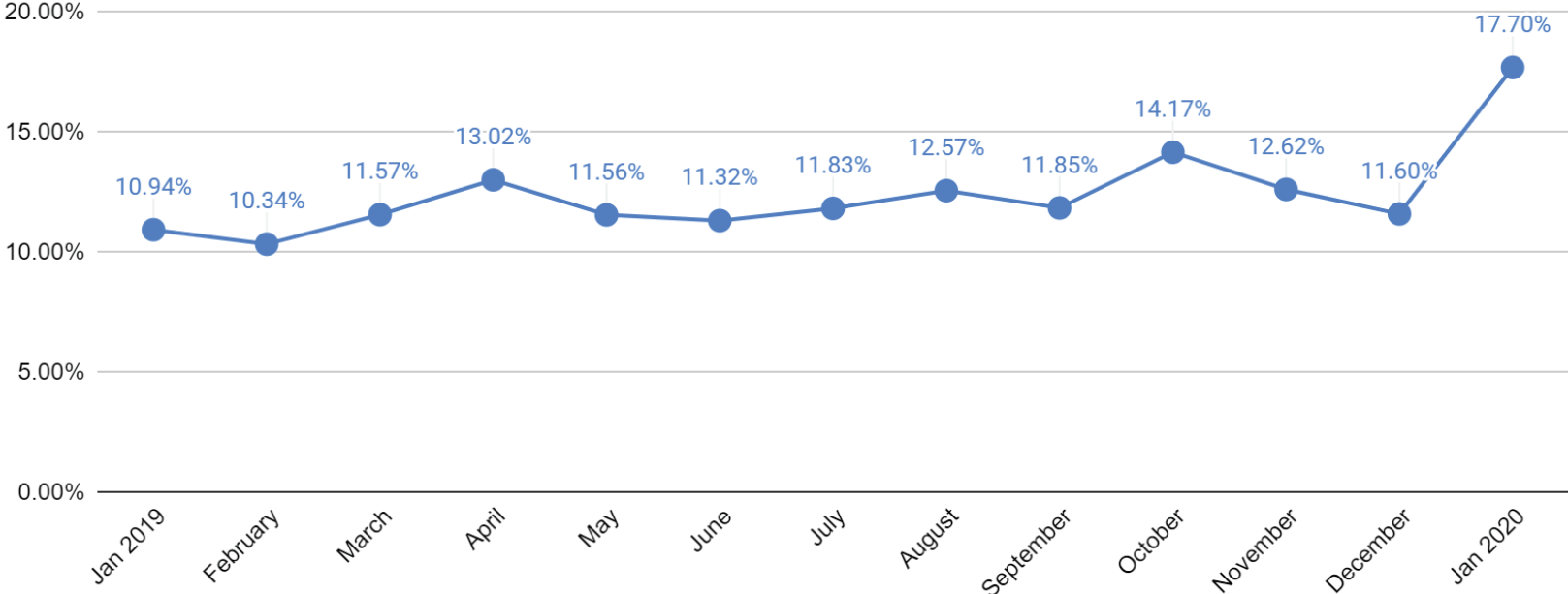
RESULT - COST PER CONVERSION



We made this account more profitable by generating a cheaper cost-per-conversion. We reduced the keyword bids, paused non-converting keywords, and evaluated the best times to show the ads.



RESULT - CONVERSION RATE



We improved the quality score of the keywords, optimized the landing pages, and adjusted the keyword types to improve the conversion rates.