



P&K
Custom Acrylics, Inc.



CLIENT DESCRIPTION

Established in 1994, P&K Custom Acrylics is a well-established progressive acrylic fabricator with an outstanding reputation. They are large enough to handle any job and small enough to respond to your specific needs.

P&K Custom Acrylics are experts in using the latest state-of-the-art technology to produce a cost-effective and highly functional acrylic solutions. Whether you have a custom order or an ongoing project. P&K Custom Acrylics is ready to accommodate your retail, commercial, and laboratory acrylic needs!

P&K Custom Acrylics' in-house design team will analyze your concept and make material recommendations that meet your function, price, and structural requirements. Their fulfillment team will ensure you receive the right solution according to your specific needs.

SPECIALIZES IN

- Manufacturing Expertise
- Special Machining
- Creative Design & Application Ideas
- Custom Acrylic Fabrication
- Expertise On All Types Of Acrylics And Plastics



P&K CUSTOM ACRYLICS REALIZED BEST YEAR WITH THE EXCELLENT APPROACH OF RUSKIN CONSULTING

The Challenges

- Very high cost-per-conversion
- There are no conversion tracking set up on the account which makes it difficult to measure the campaigns' performance.
- 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 Solutions

- We reduced keyword bids, paused non-converting keywords, and reviewed search for negatives keywords which did the trick for decreasing the cost per conversion by 97.60%.
- We set up conversion tracking on the website and the landing pages using Google Analytics to properly track conversion data. This increased conversion by 1,485%.
- We built a better account structure, highly targeted Ad Groups that generated quality clicks, and increased our click-through rate by over 57%.
- We made sure that the ads are relevant to their associated Ad Groups, increasing the relevance of the ad text, and landing page relevancy.

Growth and Impact



Increased Conversions

By **1,485%**



Decreased Cost Per
Conversions By **97.60%**



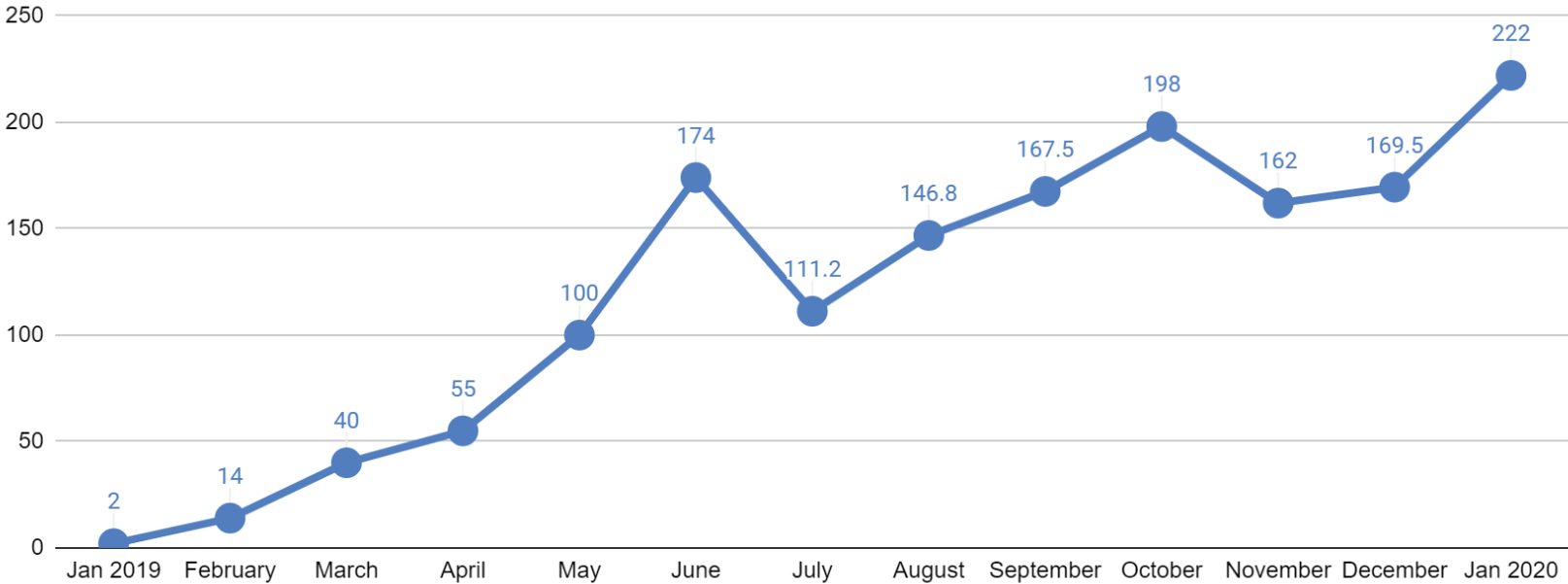
Increased Conversion
Rate By **369%**

P&K CUSTOM ACRYLICS, INC. DATA SHEET

	Jan 2019	February	March	April	May	June	July
Clicks	206	188	174	244	346	451	330
Impr.	11,115	6,893	3,300	6,971	10,629	12,570	10,954
CTR	1.85%	2.73%	5.27%	3.50%	3.26%	3.59%	3.01%
Avg. CPC	1.45	1.98	3.48	2.6	2.03	1.89	1.92
Cost	299.68	372.62	605.81	634.13	701.81	850.14	635.24
Conversions	2	14	40	55	100	174	111.2
Cost / conv.	143.9	26.25	15.15	11.53	7.02	4.89	5.71
Conv. rate	1.02%	7.61%	22.99%	22.54%	28.90%	38.58%	33.70%

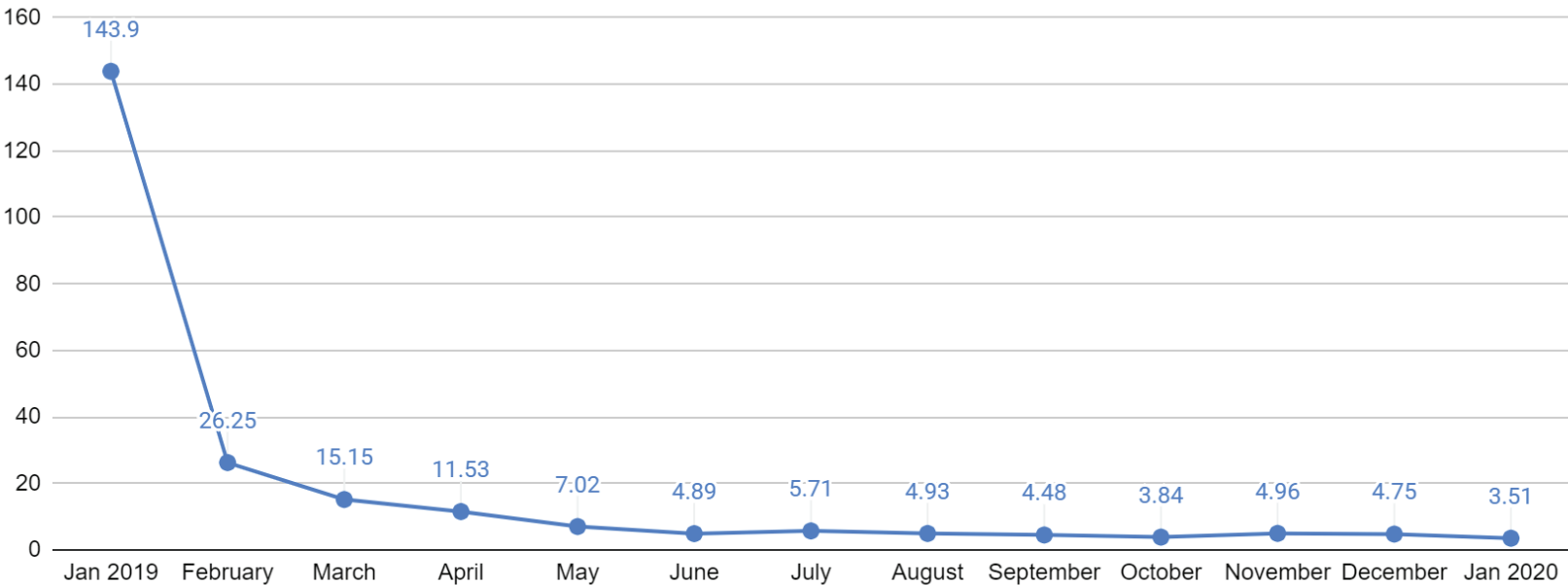
	August	September	October	November	December	Jan 2020
Clicks	393	456	476	498	558	622
Impr.	11,826	13,991	14,865	13,378	18,213	21,456
CTR	3.32%	3.26%	3.20%	3.72%	3.06%	2.90%
Avg. CPC	1.84	1.64	1.6	1.61	1.44	1.25
Cost	724.14	750.03	759.63	804.11	804.64	779.54
Conversions	146.8	167.5	198	162	169.5	222
Cost / conv.	4.93	4.48	3.84	4.96	4.75	3.51
Conv. rate	37.35%	36.73%	41.60%	32.53%	30.38%	35.69%

RESULT - CONVERSIONS



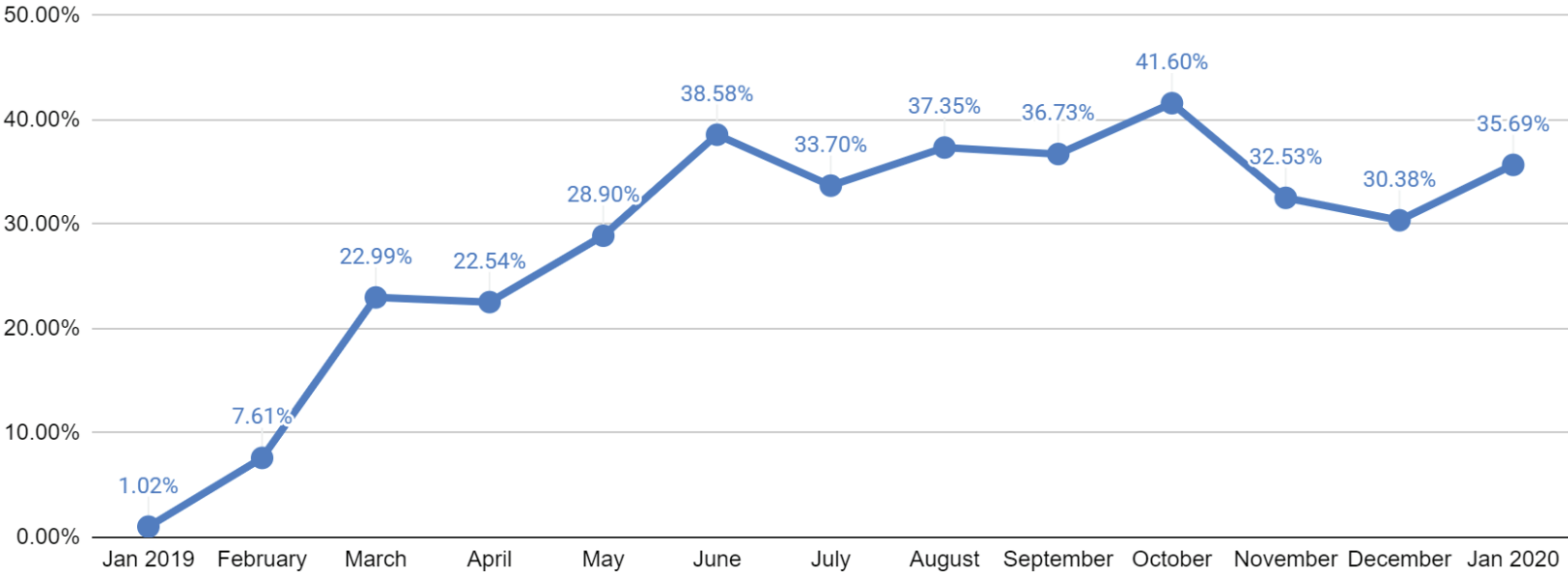
In order to get more conversions, we isolated the top performing keywords in their own ad groups, tested different keyword match types, and reviewed search terms for negative keywords.

RESULT - COST PER CONVERSION



We decreased the cost-per-conversion from \$143.90 to \$3.51 and made this account very profitable. We analyzed the best hour of day and day of week to show ads, we looked for more specific keywords to target, and paused non-converting keywords.

RESULT- CONVERSION RATE



We created appealing and targeted copies, improved the landing pages with eye-catching visual content and tested multiple CTAs leading to higher conversion rates.