

Conversion Rate Optimization & Google Adwords

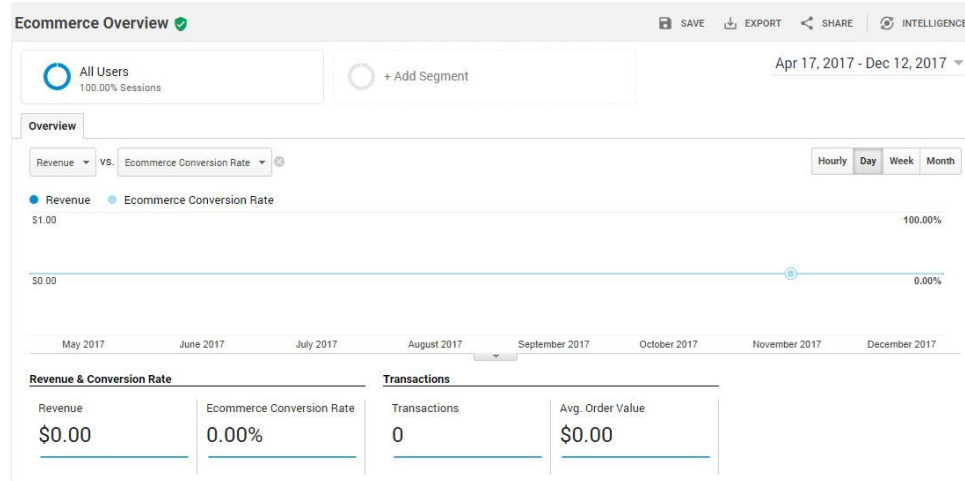
\$19,071.51 from \$248.06 in ad spend

Introduction & Problems Areas

Biktrix is a Canadian company that produces high quality electric bikes.

Due to the higher cost of their bikes we suggested moving away from facebook ads since they were not profitable

There was lack of content .The advertising ad copy, offer & images were not effective



Previous Adspend & CPA

The cost per Purchase was a tad High at \$789.65

This resulted in a loss since CPA was higher than the margins

Feb 16, 2017 – Dec 12, 2017

Ad Sets Ads

Columns: Custom Breakdown Export

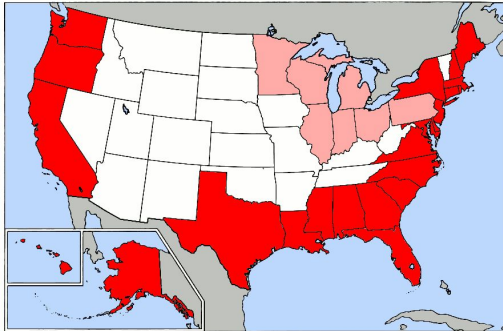
Results	Reach	Cost per Result	Amount Spent	Video Average Watch Time	Website Purchases	Cost per Website Purchase
2 Purchases	12,229	\$149.38 Per Purchase	\$298.75	—	2	\$149.38
1 Purchase	94	\$16.55 Per Purchase	\$16.55	—	1	\$16.55
1 Purchase	1,625	\$433.95 Per Purchase	\$433.95	—	1	\$433.95
—	564	—	\$43.14	—	1	\$43.14
19 Ads To Cart	7,611	\$5.26 Per Add To ...	\$99.92	0:10	1	\$99.92
1 Purchase	11,717	\$479.38 Per Purchase	\$479.38	—	1	\$479.38
—	2,943	—	\$236.98	—	1	\$236.98
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	168,391 Total People	—	\$6,317.16 Total Spent	0:10 Average	8 Total	\$789.65 Per Action

Previous Campaign Analysis

We found that males in the age range 30-50 were most likely to convert

We saw that the coastal regions of USA were more likely to convert & we crafted content & began offline marketing specifically targeted to these regions

We noticed that the previous ad copy & images need to be revamped



Our Strategy

1. Optimize ads & with emphasis on google adwords rather than facebook
2. Conversion Rate Optimization.Revamping the old site
3. Intercepting the best customers of our competition

Optimization

We reduced the price by \$100 to \$1,999

Used Neuromarketing, the slant red section made the ad difficult to ignore

Used urgency, mentioned last 2 were left

Text

\$1999 only. Last 2 left

Ultimate High-Performance Electric Bike

[>](#)

Bikatrix Electric Bikes

Native

FLASH SALE!
\$450 OFF RETAIL

Don't miss out

[Learn More >](#)

Bikatrix Electric Bikes

Image

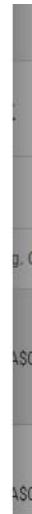
FLASH SALE!
\$450 OFF RETAIL

\$1999 only. Last 2 left

Ultimate High-Performance Electric Bike

[>](#)

Bikatrix Electric Bikes



Conversion Rate Optimization

Completely rehailed the theme for higher conversions , urgency, reviews, video , better descriptions & better photography were major factors

The screenshot displays a product page for the 'Juggernaut Classic' electric fat bike. On the left, a dropdown menu is set to '50 cm' with a price of '\$329' and an 'ADD TO CART' button. The main content area features a breadcrumb trail 'Home > Bikes > Juggernaut Classic', a vertical gallery of bike images, and a large central image of the bike with a caption: '*Juggernaut Classic 750W shown with the optional Mozzo fork'. To the right, the product title 'Juggernaut Classic' is shown with a price reduction from '\$2,299.00' to '\$1,999.00', a 5-star rating with '14 reviews', and a financing option 'As low as \$94/month with Klarna'. Below this, a 'Select battery:' section offers three options: '48V 11.6Ah 557Wh', '48V 17Ah 816Wh', and '48V 20Ah 960Wh'. An orange 'Add to cart' button is positioned below the battery options. At the bottom right, a red banner indicates 'Limited stock! 25 people are viewing this, 4 recently purchased it and 16 have it in their cart.'

CHARLIE

50 cm

\$329

ADD TO CART

Home > Bikes > Juggernaut Classic

This is a demonstration store. You can purchase products like th

Gloss Neon Red frame with white deep dish wheels.

Is there anything more timeless than a little red bicycle? With its Charlie is a contemporary spin on the American classic.

Share Tweet Pin it

*Juggernaut Classic 750W shown with the optional Mozzo fork

Juggernaut Classic

~~\$2,299.00~~ \$1,999.00

★★★★★ 14 reviews

As low as \$94/month with Klarna. [Learn more](#)

Select battery:

48V 11.6Ah 557Wh 48V 17Ah 816Wh

48V 20Ah 960Wh

Add to cart

Limited stock! 25 people are viewing this, 4 recently purchased it and 16 have it in their cart.

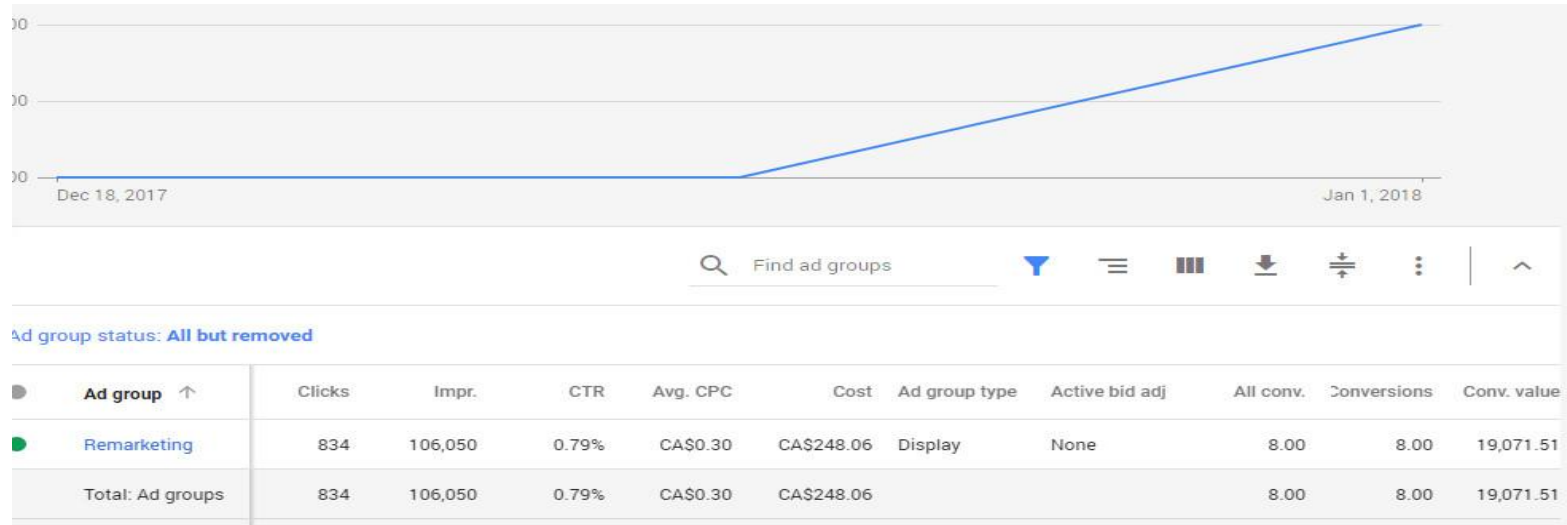
Here it is, the all new Juggernaut classic 2018.

This 7th rev of the Juggernaut brings numerous improvements like an integrated battery and motor, suspension fork and much more. This is the first electric fat bike that has a custom Bafang BBS02B/BBSHD motor built into the frame - more ground clearance than any other BBS powered bikes.

Adwords Sculpting

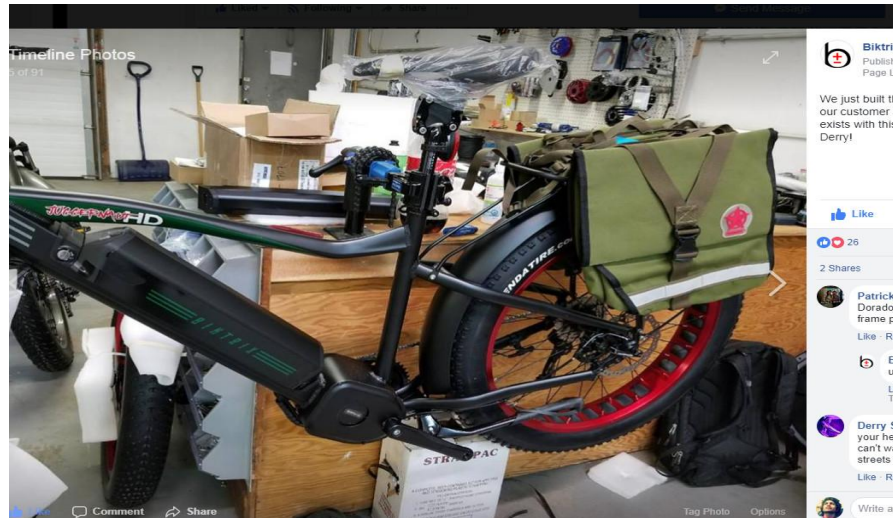
Based on previous Data , chose the most likely audience to convert and adjusted bids accordingly

Added negative keywords to keep sculpting the audience



Intercepting Competitors

We made a list of our Top 5 competitors, found the top keywords they rank for and made ad campaigns as part of top of the funnel strategy. We used refreshing content on facebook as a mid funnel strategy & retargeting as bottom of the funnel strategy



Future Plans

We have a more robust content strategy which is bringing in more visitors. We are strategically timing launching ads when our customers are more likely to spend money. For example just after tax season.

We have come up with an ecom funnel with higher conversion & upsells. We have also come up with a giveaway facebook messenger strategy. This should take things to the next level.

	Pageviews		Opt-ins		Sales			Earnings / Pageview	
	All	Unique	All	Rate	Count	Rate	Value	All	Unique
> Checkout	16,470	13,429	3,501	26.07%	3,269	24.27%	\$140,02...	\$8.50	\$10.4
> ↑ Upsell #1	3,911	3,670	309	8.42%	286	7.79%	\$11,554.00	\$2.85	\$3.0
> ↑ Upsell #2	2,717	2,526	257	10.17%	253	10.02%	\$7,337.00	\$2.70	\$2.8
> ↑ Thank You Page	3,056	2,506	0	0.00%	0	0.00%	\$0.00	\$0.00	\$0.0

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