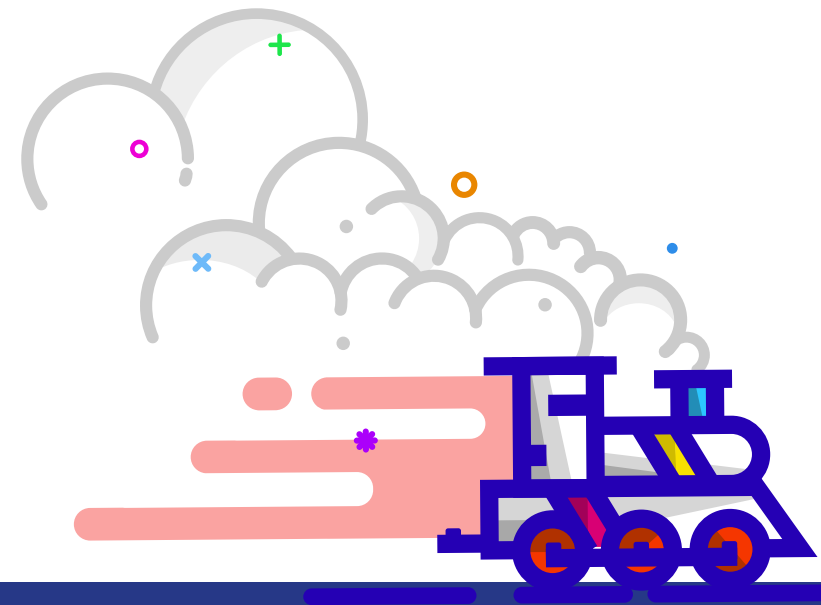




C A S E S T U D Y



MURRAY'S STEEL BUILDINGS

THE CLIENT

Murrays Steel Buildings

“We supply and erect more steel structures across Great Britain than any other company. Over 15 years of experience and expertise makes us the UK’s leading steel building provider.

We are part of the most significant cold rolled steel building group in the country. Rest assured that each year hundreds of individuals and businesses choose our team to assist them with their steel structure construction. We pride ourselves on being a reliable, trustworthy brand who’s attention to detail and excellence is second to none. Our philosophy is to provide a simple and easy-to-use buying platform for bespoke steel buildings, nothing more, nothing less.

We strive to succeed in providing as many savings to our customers as possible during the designing and construction process. Our strategic buying techniques make our prices very competitive against other manufacturers.”



THE BRIEF

Murrays Steel Buildings

Murrays Steel Building arrived at Adtrain with a campaign that was stuttering and performance was on the decline. They wanted to increase conversion numbers perpetually and implement some campaign structural changes that were harming their growth and giving their competitors market share.

- Improve conversion rates from head campaigns whilst looking for new avenues to generate sales
- Lower CPA due to a sharp and sudden increase in performance
- Ensure brand is looked at favourably in a really competitive industry
- Make inroads to further growth via new opportunities highlighted by professionals
- Regain a foothold as the UK's #1 Steel Building supplier



THE RESULTS

Murrays Steel Buildings

We identified clear areas for further growth with the implementation and development of PPC campaigns that allow us to further scale and develop as well as highlighting issues with performance across Display, Search & Shopping. Once implemented we saw clear and concise growth.



Their first 3-months performance compared to the previous 3 months:

Campaign	Optimization score	Campaign type	Impr. <>	Interactions <>	Interaction rate <>	↓ Avg. cost <>	Cost <>	Conversion: <>	Cost / conv. <>	Conv. rate <>	Conv. value <>	Bid strategy type
Steel Buildings		Search	84,794 (-14.94%)	3,925 clicks (+28.61%)	4.63% (+28.61%)	£1.04 (+0.56%)	£4,101.26 (+10.00%)	140.81 (+83.01%)	£29.13 (-39.89%)	3.59% (+67.30%)	12,596.39 (+93.61%)	Maximize conversions
Steel Buildings Types		Search	192,560 (-9.19%)	8,820 clicks (+40.38%)	4.58% (+40.38%)	£0.67 (-7.71%)	£5,929.45 (+17.65%)	288.19 (+89.91%)	£20.57 (-38.05%)	3.27% (+48.98%)	28,423.36 (+138.69%)	Maximize conversions
Display		Display	102,875 (+∞)	541 clicks (+∞)	0.53% (+∞)	£0.41 (+∞)	£220.18 (+∞)	7.00 (+∞)	£31.45 (+∞)	1.29% (+∞)	700.00 (+∞)	Maximize conversions
Brand		Search	2,876 (+10.11%)	1,297 clicks (-4.77%)	45.10% (-4.77%)	£0.36 (-4.73%)	£472.98 (-0.11%)	84.97 (+73.34%)	£5.57 (-42.37%)	6.55% (+65.32%)	6,318.51 (+96.31%)	CPC (enhanced)
Retargeting Web Visitors		Display	108,235 (+∞)	492 clicks (+∞)	0.45% (+∞)	£0.29 (+∞)	£144.59 (+∞)	8.00 (+∞)	£18.07 (+∞)	1.63% (+∞)	800.00 (+∞)	CPC (enhanced)
Shopping - Smart		Shopping	3,534,229 (+6.81%)	39,285 clicks (+3.86%)	1.11% (+3.86%)	£0.14 (-11.65%)	£5,411.16 (-1.99%)	257.14 (+66.31%)	£21.04 (-41.07%)	0.65% (+49.92%)	25,713.70 (+67.38%)	Maximize conversion value
Total: All enabled campaigns			4,025,569 (+11.11%)	54,360 clicks (+3.75%)	1.35% (+3.75%)	£0.30 (-4.34%)	£16,279.62 (+10.27%)	786.11 (+81.83%)	£20.71 (-39.35%)	1.45% (+57.74%)	74,551.95 (+101.52%)	
Total: Account			4,025,569 (+11.11%)	54,360 clicks (+3.75%)	1.35% (+3.75%)	£0.30 (-4.34%)	£16,279.62 (+10.27%)	786.11 (+81.83%)	£20.71 (-39.35%)	1.45% (+57.74%)	74,551.95 (+101.52%)	

First 3-months performance stats

- Cost per conversion down 39.35%
- Conversions up 81.83%
- Conversion value up 101.52% (over £35,000 in additional revenue generated)
- Conversion rate up 57.74%