How We Helped ShipBob Achieve a 55% Increase in Conversions

ShipBob is a **global omnifulfillment solution** trusted by thousands of brands to ship orders from everywhere their customers shop.

From memorable unboxing experiences to faster shipping, ShipBob provides best-in-class supply chain solutions and fulfills global orders from the US, UK, EU, Canada, and Australia.

In this **case study**, we'll delve into how a successful Paid Advertisement PPC Strategy played a crucial role in substantially boosting our client's lead generation, both in terms of quantity and quality, while simultaneously reducing the CPL for qualified leads.

55% boost in conversions

**60%** increase in qualified leads

Challenge

The primary challenge we faced was dealing with a large volume of campaigns and a wide array of geographic targets. This required us to adopt a highly individualized approach in our work and optimization efforts.

We outlined our work direction based on a **three-fold objective**:

- increasing the lead volume while improving the lead quality (i.e. the amount of qualified leads)
- decreasing CPL for those leads
- reducing the CPL for these qualified leads.

Solution
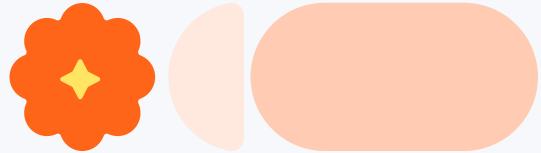
After conducting a thorough review of campaigns' historical performance, the team implemented the following actions in Microsoft Ads:

- **Reduction of costs for underperforming campaigns:** the team decreased spending on campaigns that were delivering unsatisfactory results to allocate resources more efficiently.
- **Launch of new campaigns (new directions):** new campaigns began to yield high-quality and cost-effective leads.
- **In-depth keyword analysis:** A thorough analysis of keywords allowed us to identify and pause the least effective ones. The funds reallocated towards more conversion-oriented keywords.
- **Campaign restructuring:** the team restructured certain campaigns to separate highly effective keywords from the rest for better cost control. We applied different approaches and strategies to various keyword categories, resulting in increased lead generation for both types of keywords.
- **Expansion into new geographical areas (GEOs):** launch of new campaigns in previously untapped geographic regions.
- **We updated Ad Copy** to improve their effectiveness and relevance.
- **Language diversification:** we expanded the range of languages used in the campaigns to cater to a broader audience.
- **Expanding the list of negative keywords:** to further optimize campaigns performance, we expanded the list of negative keywords to prevent ads from appearing in irrelevant or low-converting contexts.
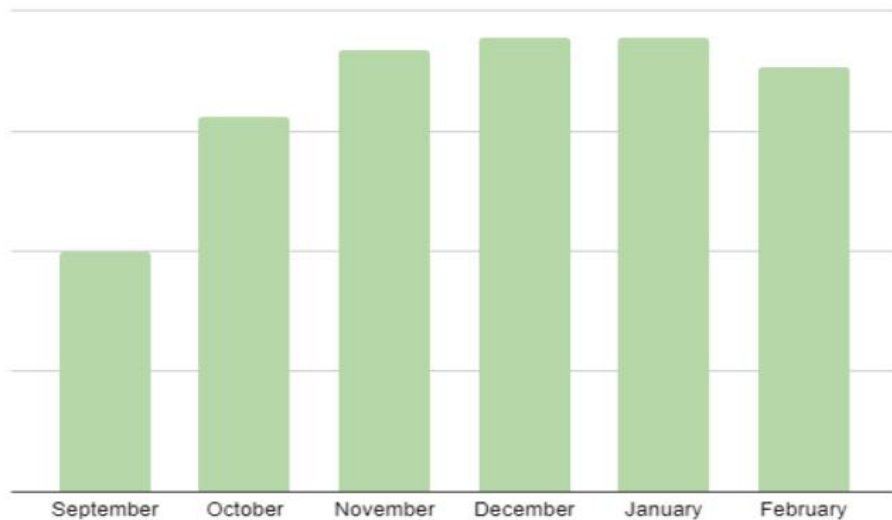
Results
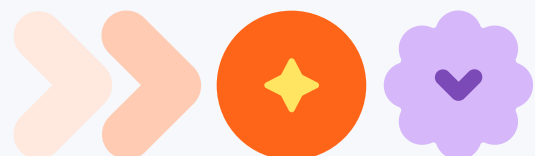
The results presented in the case study illustrate improvements made over the course of one month, with further improvement depicted in the graphs for the following months.

Through our strategic PPC approach, the team accomplished the following results without any budget increases: **a 55% boost in conversions**, reflected in a **56% increase in the Conversion rate (CR)**. This showcases the team's proficiency in optimizing the marketing strategies.

The image below illustrates the increase in Conversion Rate (CR):

Additionally, there was a significant **increase in qualified leads, by 2.5 times (an increase of 148%)**. This led to a **60% increase in qualified leads.** These results highlight the team's commitment to excellence and their ability to achieve strong outcomes in the marketing efforts.

The image below illustrates a rise in qualified leads alongside a decrease in the Cost Per Lead (CPL):
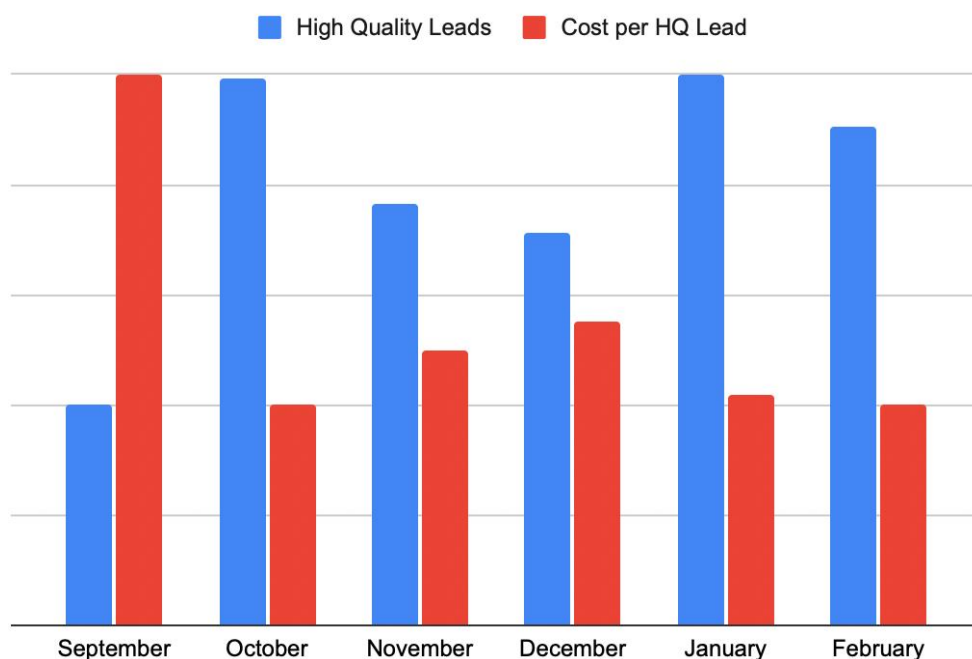
The image below demonstrates a notable increase in qualified leads with little to no change in cost: