1800 Doorbell - Google Shopping Case Study

Who are 1800 Doorbell?

1800 Doorbell specializes in commercial doorbells that are targeted at warehouses and shops to help improve customer service and avoid missed deliveries. They have a wide range of products including wired and wireless doorbells as well as specialist doorbells aimed at the hearing impaired.

They are small Flordia based company and have been operating as part of a group of companies since 1994 providing quality doorbells and entry alerts to businesses and homes across the United States.

1800 Doorbell's Goals

When 1800 Doorbells first approached Clicteq they had two distinct objectives for their paid media campaigns.

Their first objective was to increase the ROAS of their Google Shopping campaign after they had moved feed providers to Bigcommerce which would require their old Google Shopping campaigns to be restructured around the new feed.

Their second objective was to maximize the number of sales while maintaining a 300% ROAS across their product range of doorbells, entry alerts and security lighting.

- Increase ROAS from the Google Shopping campaign to ensure a 300% ROAS on low margin products.
- Restructure their old Google Shopping campaign to work around their new product feed as they had moved providers to Bigcommerce.

Our Solution

To improve the performance of 1800 Doorbell's PPC campaigns we used a mixture of both Google Shopping advertising combined with search ads and programmatic dynamic remarketing to reach people at each different stage of the buying cycle.

Whether that being at the beginning of the purchasing cycle where people are deciding which type of doorbell would suit their needs best or at the end where they had decided which type of doorbell was required, the model and where they wanted to purchase it from.

Google Shopping Campaign

Google Shopping has always been a key driver of sales for 1800 Doorbell however since changing feed providers performance had dropped considerably.

The first part of our strategy was to segment the shopping feed by product ID. (We skipped running the feed though an optimizer tool such as Feedonomics as it was already in good shape). This allowed us to set a bid for each product and pause products where the margins were too low to advertise them effectively.

The feed was then split by search intent. So one campaign would display Shopping ads when a user performed a branded

search for the product and a second campaign would catch the unbranded search terms with a lower bid.

The third part of the Google Shopping campaign was to use the most sophisticated bidding available to deliver the best ROAS for the client.

This was achieved by layering intraday bidding script, which changed, bids hourly, with RLSA for each different stage in the buying cycle (bids were increased more when people were later in the buying cycle – E.g. they had abandoned the checkout and less when they were earlier in the buying cycle – E.g. they had just been on 1800 Doorbell's homepage).

Search Strategy

As there was a large amount of historic data within 1800 Doorbell account, we were able to determine buying patterns linked to core demographics and audience groups.

We identified high intent keyword phrases and ensured a high impression share for these keywords, making sure that 1800 Doorbells would gain consideration from business users looking for doorbells for their premises.

Using demographic targeting on core search terms, we implemented demographic layers to increase bids for visitors who were most likely to book based on demographic profiles, time, location and past browsing history.

By working closely with the 1800 Doorbell team, we were able to identify opportunities for Quality Score improvement by reducing keywords, removing sub optimal keywords and implementing bid strategies.

Clicteq also structured the account based on Single Keyword ad groups for the ads that were likely to lead to the highest number of conversions.

The subsequent quality improvement due to improved relevancy of the ads being displayed has lead to increased in Quality Score and a reduction in cost per sale.

Finally Clicteq revised the ad copy to focus more on business users to prequalify clicks as there were a large number of domestic user coming through to the website which were not the ideal customer resulting in lower conversion rates

The ad copy was revised to clearly focus on business users and clearly defined who the doorbells were for in terms of shops and warehouses and the benefits to them in terms of fewer missed deliveries and improved customer service.

The Results

The results since taking over the management of 1800 Doorbell's PPC campaigns:

The ROAS of the Google Shopping campaign has increased from 120% on the old Google Shopping campaign to 343% on the new Google Shopping campaign that was implemented by Clicteq exceeding the clients goal of 300% ROAS on this campaign.

In the first 3 months the overall ROAS for the account increased by 29% as a direct result of improving the search strategy and implementing the new Google Shopping campaign.