

Case Study: Elevating PPC Management through Effective Collaboration

CASE STUDY

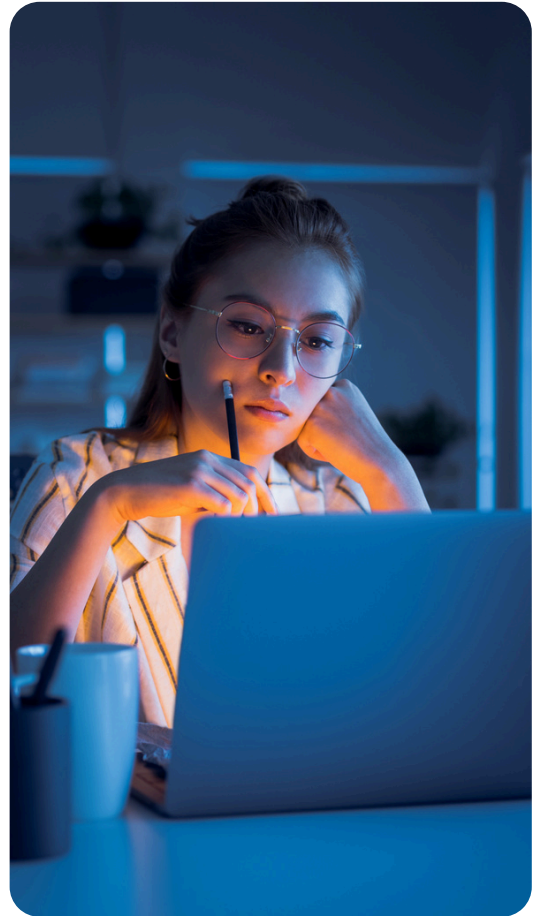


Executive Summary

PPC management is no easy feat. However, the rewards reaped when done correctly lead to sales and overall return on investment. So what happens when you lose your resource who specialises in it?

That's exactly what happened to our client in this case study. A sudden exit from their previous PPC manager caused quite a stir in their company. Since no one knew how to manage PPC campaigns, they could easily slip up and spend more than they get in return.

This is when Flexisource IT came in with a proper solution that pulled their services back to stability. Flexisource IT has always been about flexibility, open communication, and agile development, which is why they were the perfect team to assist their client in elevating their PPC management services.



About the Client

The client for this case study is a 100% Australian-owned company. Their goal is the exclusive distribution of affordable yet premium appliance brands, which they have sourced globally. Products of the client are wide in variety, from simple home appliances to advanced electronics.

The client has six locations of warehouses alongside their logistics network. They ship over a million products annually all over New Zealand and Australia, with an excellent eCommerce division since 2016 that provides a quality customer experience. Because of their wide variety of products, the client's target audiences range from resellers, developers, builders, hotels, restaurants, and individuals looking for quality home appliances.

The client prioritises brand awareness and online visibility to increase their sales. That's why PPC advertising management is an important section of their company's growth.



Problem Statement

Flexisource IT first encountered the client when they reached out for graphic design services. While things were running smoothly, the client suddenly lost their PPC manager. To prevent the expected disarray, Flexisource IT offered a free trial of its PPC services.

Key pain points that the client experienced before Flexisource IT's involvement in their PPC management were a complete halt in Google Ads operations. They experienced technical disconnections, disconnecting their Google Merchant Center and Shopify. Their initial access to Google Ads and the Merchant Center system was also affected by the sudden leave.

The biggest impact was the overall lack of revenue generation from their PPC campaigns. Initially, the client requested Flexisource IT's PPC management and technical troubleshooting to enhance their digital advertising operations.

Flexisource IT's Solution

Flexisource IT prioritises its clients' needs. That's why they offered a trial of their PPC ad management. A specific talent who specialises in Google Ads for e-commerce campaigns was deployed to the client. Within a month, the trial yielded positive results. Impressed by the deliveries, the client chose to adopt Flexisource IT's PPC services long-term.

The execution of the proposed solution was seamless and produced positive results within only 7 days. The team successfully launched new Google Ads campaigns and implemented a new process, which included market research, media planning, and the talent's extensive experience.



Roadblocks and Issues During Implementation

The team faced several challenges, including limited handoff information since the previous PPC manager left without providing guides or documentation on how they managed it. They also had issues with accessing and linking the Google Merchant Center and Google Shopping.

Fortunately, these issues were given effective solutions, such as consistent communication with the client to inform possible solutions and organising errors with quick resolution through proactive troubleshooting.

Overall, collaboration was the biggest requirement to resolve the roadblocks the team faced. Since this is a part of Flexisource IT's work culture to begin with, the team effectively resolved the client's issues without delays.

Results

The QA and business analyst job is currently underway. Transitioning with a clear user story and the crash course provided by Flexisource IT trained the QA to their abilities and ensured quality deliveries successfully.

The entire experience has provided a future reference document that can be enhanced for future use for Flexisource IT. The seamless transition from QA to BA is now in the works for future installments. Meanwhile, the client was satisfied with the refinement and documentation provided by the new BA with quicker turnaround time and cost-savings as a result.

Upon further reflection, Flexisource IT does recommend more services to improve workflow by hiring UX/UI, more developers, and a scrum master.

