

# How We Helped A. Willi AG

Google Search Ads Case Study

**90%**

**INCREASED IN CONVERSIONS**

Data based on YOY results.

**47%**

**DECREASED IN COST/CONVERSION**

Data based on YOY results.

**2.97%**

**INCREASE IN CONVERSION RATE**

Data based on YOY results.

## Result (Google Search Ads)

**90% - FROM 21 TO 40 IN ONE MONTH**

INCREASED IN CONVERSIONS

**47% - FROM 54.20 CHF TO 28.78 CHF**

DECREASED IN COST/CONVERSION

**2.97% - INCREASE IN ONE MONTH**

INCREASED IN CONVERSION RATE

Avg. CPC ▼	Conversions ▼	Conv. rate ▼	Cost / conv. ▼
CHF1.68 ↑ CHF0.13	40.00 ↑ 21.00	5.84% ↑ 2.97%	CHF28.78 ↓ CHF25.43

Source: Google ads dashboard



## Here What They Said

"I've used jay at Glorywebs now for a period of two years for my website and continue to use them on an ongoing basis for PPC, web development and monthly newsletters.

They have had a significant impact on both my website ranking and overall presentation, which I am pleased with. They are hard working and honest I can recommend them to anyone looking for similar work."

- ALEXANDER WILLI | A.WILLI AG, CEO

## The Brief

A Placement & Recruitment Agency Based in Germany

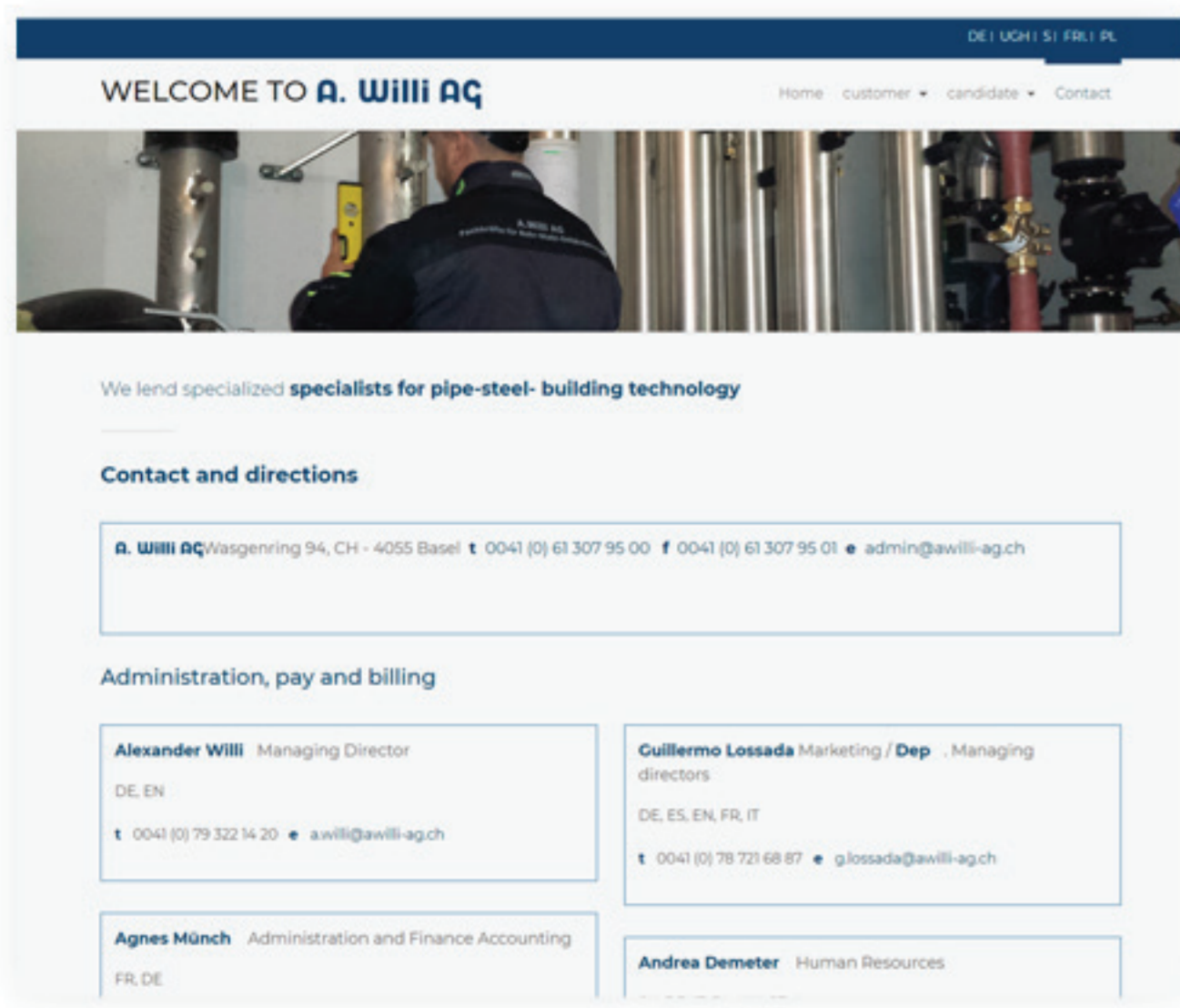
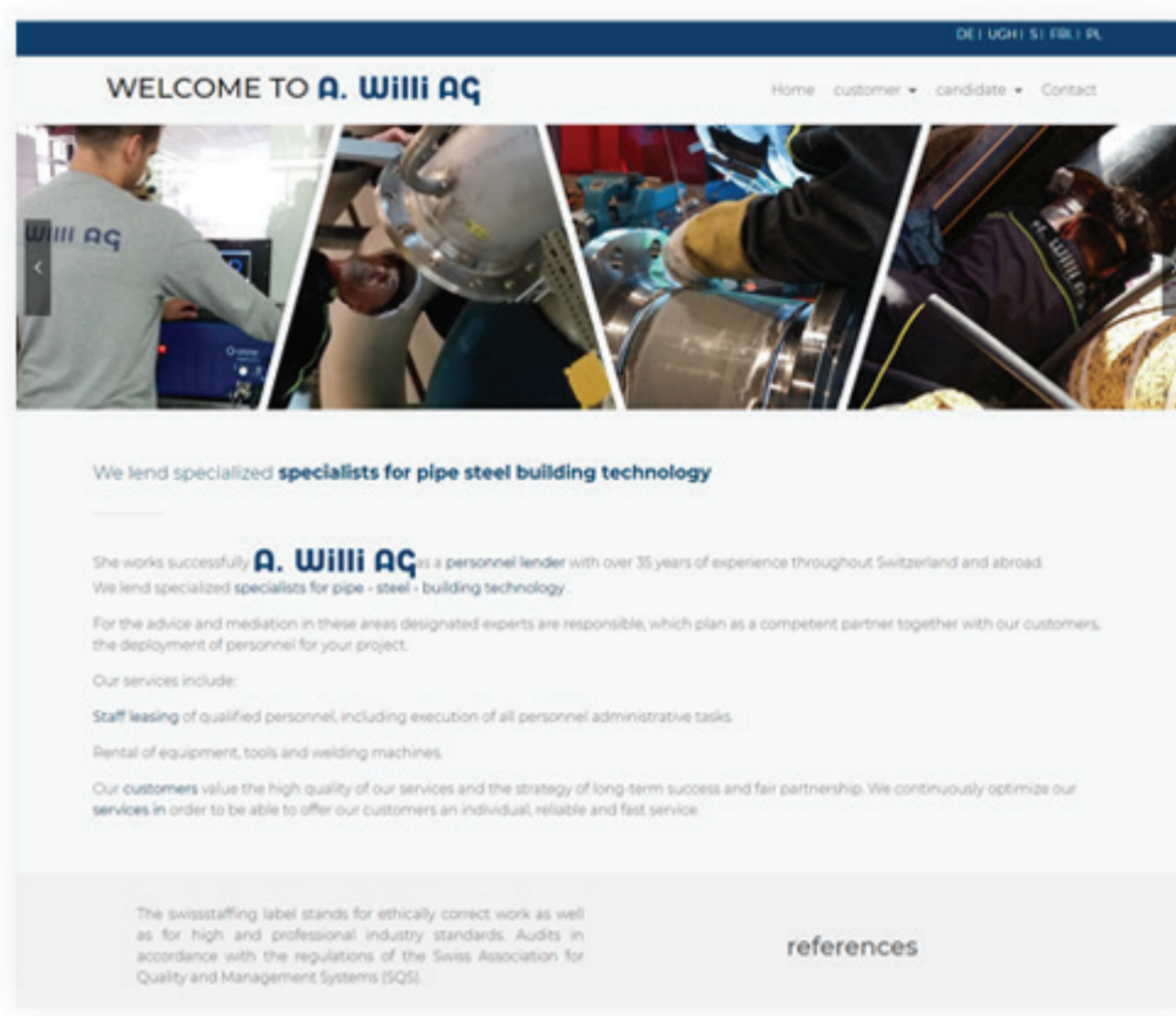
A. Willi AG is a placement agency with over 35 years of experience throughout Switzerland and abroad. The agency is hiring contract workers in pipeline & steel construction, building services, and process engineering.

**A. Willi AG**

## Challenge

The biggest challenge associated with managing this account was the language. The search queries and ads copies were in the German language.

- Identifying few irrelevant search queries and excluded them from campaign
- Optimizing bids at keyword level
- There were multiple countries to target
- Tracking conversions properly



## Solution

- Recommended and implemented landing page into HTTPs
- Monitor budgets and keyword bids at least every few days
- Account optimization at keyword level and verifying keywords with client and excluded irrelevant search queries from the campaign on a regular basis
- Created ads copies in English and send to client for translating it in German with a specific character limit



**90% INCREASE**  
BY CONVERSIONS



**47% DECREASED**  
BY COST - CONVERSIONS



**2.97% INCREASE**  
BY CONVERSION RATE

**Want results like this? Contact us today for a customized proposal.**



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