



Motorcycles R Us - Case Study



Motorcycles R Us

Motorcycles R Us has been a trusted name in the Brisbane region for over 30 years. Founded by Tony Armstrong, a championship-winning motorcycle racer, and now run alongside his son Anthony, the business combines deep industry expertise with a passion for bikes.

They turned to Media 7X to expand their online presence and attract more riders through targeted digital marketing.

Challenges

- The client was having a Campaign Flatline. The campaign structure was not correct as a result the business was not able to reach the potential users. There was a definite need to assess the value of the product over time.
- There was a budget constraint with the client. The client only allowed and was limited to \$30 per day.
- The bids were set too low in relation to the average CPC (Cost-Per-Conversion). The client wanted to enhance its conversion rate and reduce cost per conversion.
- Click through rate was quite a low ranging somewhere around 1.34%.
- The website had a huge loading time. The landing pages were not optimized leading to lack of conversions.
- There was more Ad spend because of the keyword management. The keywords had low search volume. The keywords drove irrelevant clicks because the target location was not specific to the area.
- There was further location-targeted setting and the client additionally required to target customers throughout Australia.
- The client required much stronger PPC campaign to drive traffic and conversions from customers all over Australia.

Solution

- The entire ad campaign was restructured. Ad groups and ad texts were re-planned to work more effectively and were targeted to increase the quality traffic.
- Separate ad groups were prepared for different ads.
- Our Team used the Dynamic Search Ads to smartly direct the potential customers to the client's website. This directly increased the click-through rate(CTR) as the ads were being dynamically modified as per to the search terms that the users were employing.
- CTR surged from 1.24% to 28% and Cost per conversion was reduced to \$3.
- Our team presented them with different campaign strategies focusing on the different motorcycle brands the client was providing and enabled Brand Targeting to target the users within a set proximity.
- We optimized the website for its loading speed.
- We assessed the multi-channel funnel reports and assessed those keywords that were generating conversions.
- We optimized CTAs (Call to action) for landing pages making it more relevant to ad copies.

Results

