



THE CHALLENGE

Orange Aluminum ran a DIY Google Adwords campaign and felt it was not running at an optimum performance level. Being a true e-commerce business with no brick and mortar location, they wanted to extract more ROI out of the campaign, monitor the invalid clicks, narrow the focus of their marketing efforts, and track conversions. This process of refining a campaign is common for small-to-medium sized e-commerce businesses that tend to have tighter budgets and a greater need to be most cost-effective. Orange Aluminum partnered with Nett Solutions and utilized our expertise to drive the results they needed.

THE NETT SOLUTION

In January, we re-configured their existing Adwords campaign, launched a Search Engine Placement campaign, and reinforced both with a retargeting campaign. By focusing on driving new customer traffic, as well as keeping them connected with potential customers who had already visited their website, we effectively strengthened and refined Orange Aluminum's overall online marketing effort.

- **Audit:** We found wasted spend based on incorrect keyword match types, rectified poor ad delivery and positioning based on quality score, and set updates that improved overall impression share.
- **Retargeting:** We displayed visual ads in front of potential customers who had left without purchasing products during their first website visit.
- **SEP:** We provided consistent, constant ad exposure for the client's top selling and most important products.

THE NETT RESULTS

- Biggest Highlight: Quarter 1-2
- Revenue Increased **over 20%**
- Retargeting Ads: **Increase in Conversion Rate: 1.73%**

QUARTER 1-2	INCREASE
conversion rate.....	15.95%
average value.....	12.83%
transactions.....	6.51%
unique purchases.....	8.97%
revenue.....	20.17%

BACKGROUND

Located in Orange, California, Orange Aluminum is the web's leading supplier of many different aluminum profiles. With a vast supply of diverse aluminum profiles and a variety of particular styles and sizes, Orange Aluminum stocks all the aluminum products to meet a project's needs.

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