



About Posh Party Supplies

- www.PoshPartySupplies.com
- Location: Lakewood, NJ
- Elegant disposable dinnerware and party supplies

Goals

- Spend less time managing their Google AdWords account
- Bring in more online sales
- Acquire as many new customers as possible
- Build brand image

Approach

- Research new keywords, expand existing keyword focus
- Improve traffic quality with keyword match type variation and negative keywords
- Re-write ad copy and improve segmentation
- Bid according to conversion data
- Trim under-performing keywords
- Use remarketing and display ads to recapture traffic and build brand awareness

Results

- 72.16% increase in CTR
- 388% increase in conversion volume
- 94% increase in conversion rate
- 367% drop in CPA
- 55.95% drop in CPC
- 177 view-through conversions from remarketing ads in March

Posh Party Supplies sees 388% increase in sales volume working with Logical Position's Google AdWords management.

For Posh Party Supplies, a leading provider of elegant disposable dinnerware, offering their customers product variety and an excellent user experience is top priority. In an industry previously dominated by expensive boutiques and wholesale manufacturers, founders Cal and Rebecca pride themselves on providing high-quality goods at affordable prices in quantities that are customizable, so customers don't have to pay for more supplies than they need. "If you're throwing a party, it's helpful to find everything you're looking for all in one place," says Cal. "We spend time on our presentation, and we try to offer all products from lines that people like. We also allow our customers to build their own packages based on their event size." Because of their excellent service and successful online marketing, the company was able to see tremendous growth in the winter of 2014 and the spring of 2015.

Evaluating market opportunities to meet consumer needs

A desire to follow consumer need has driven Posh Party Supplies from the very beginning. Founded in 2011, the company actually started out as Disposable Kitchen, a retailer of household goods. However, they quickly realized that larger stores like Target and Walmart, who were able to offer the cheapest prices, already dominated this market. The team was experienced – Rebecca had been an online marketing professional for a different ecommerce site, and Cal had worked for years in the paper goods industry – so they knew they needed to be flexible with their business goals. The team decided to switch their focus to party supplies. When their dinnerware lines took off, they began to add more dinnerware vendors as well as more colors, eventually developing an extensive range of elegant disposable dinnerware offerings. To grow this side of the business as much as possible, they needed to expand their reach. "To us, it's all about visitors. We wanted to get our name out there as fast as we could so we could see who was interested," says Rebecca.

Early on, Rebecca started running Google AdWords to help build the company's brand and gain visibility. She had used AdWords with success in the past when working for a larger ecommerce company, and she knew that extensive keyword research, granular segmentation, and individualized ad copy would be needed for them to feel confident with increasing their daily budget and putting more money into AdWords. "When you're spending your own money and running your own business," she says, "You're very cautious. You want to make sure it's all being used in the right places." Rebecca also knew from experience that AdWords would be crucial for showing ads where brides and party planners were already searching for their products and getting the marketing reach they needed for growth. But as the co-owner and operator of a startup, Rebecca simply did not have the time to put into

the account. The company didn't make Google Adwords a major part of their strategy until November of 2014, when Rebecca and Cal hired Logical Position, a Google AdWords Premier SMB Partner, to rebuild and manage the account.

Account expansion improves both reach and efficacy

Logical Position's rebuild of Rebecca's account involved in-depth research and expansion of existing keyword lists, in addition to some restructuring. Rebecca had been accurately tracking conversions, so the team was able to identify which keywords were already working to bring in clicks and conversions. This allowed them to expand on these areas and add in new keywords based on the products listed on Posh Party Supplies' website and the potential search volume for these keywords, as well as remove keywords from the old account that had not been performing well. In the existing campaigns, low click-through-rates (CTRs) were a symptom of ad copy that was too generic, as well as less-detailed organization, and these stats signaled that the campaign efficiency could be greatly improved. In order to improve the CTR, the team segmented the keyword lists into ad groups and created fresh, relevant ad copy that adhered to AdWords best practices.

As a young company, Posh Party Supplies wanted to focus some attention on branding. The existing branding campaign was already bringing in sales at a low cost-per-conversion (CPA), but Logical Position's team wanted to make sure they were working toward building the brand image itself. Using a set of custom-designed image ads, the team set up a remarketing campaign to recapture traffic that left the site after visiting.

Professional Google AdWords management improves efficiency

During regular optimizations over the course of the next six months, Logical Position's team worked to trim any keywords that were bringing in irrelevant traffic and focus more of the budget toward high-converting keywords. Along with this hyper-targeting, the improved segmentation and new ad copy from the build helped increase the CTR over time to bring more people to the website with valuable keywords. By March 2015, the CTR was at 3.03%, nearly twice what it had been in June 2014, the last month the account was running with comparable stats before Logical Position took over.

In addition to keyword optimizations, Logical Position's team worked with various bidding styles to increase traffic volume, first lowering the autobid levels significantly for lower cost-per-clicks (CPCs), then incorporating CPA-style bidding, which bid according to conversions. This decreased the average CPC from \$0.83 in June 2014 to \$0.37 in March 2015. With increased volume and targeting, sales had doubled by the third month of management and were coming in at a lower cost. Down 367% from before, the cost-per-conversion (CPA) reached \$18.71 in March 2015. The sales influx enabled Posh Party Supplies to raise their daily budget significantly, which in turn worked to boost volume. In June 2014, Posh Party Supplies brought in 26 total conversions with their AdWords account. In March 2015, just six months after Logical Position took over, the AdWords account brought in 228 conversions. With a conversion rate of 94% and after factoring in the price increase, the percentage increase in conversions from June to March was 388%.

In terms of branding, the Remarketing ads have been successful in working alongside the branded Search campaign, with a 1.08% true conversion rate, as well as 117 view-through-conversions in March.

Sustainable growth makes far-reaching goals more attainable

Incorporating Google AdWords advertising into their marketing strategy has allowed Cal and Rebecca more breathing room. For the first few years that Posh Party Supplies was in operation, the duo filled all orders themselves, took incoming orders, negotiated with distributors, and worked on growing the business without much help. However, their AdWords success has led to rapid growth and sustainability, making it obligatory for the company to hire employees to help process orders and keep things running smoothly. "We outgrew our warehouse," says Cal. "We had to hire two new warehouse managers and add two additional people in the office answering the phones to keep up. Business is booming." The ability to delegate tasks came as a welcome relief for Cal and Rebecca, who are now finally able to take a day off here and there.

In just six months, Posh Party Supplies has quickly become a leading provider of elegant disposable dinnerware, a growth that has positively contributed to business relationships as well. "Our vendors give us a lot more respect as a result of our growth," Cal continues. "We order so much from them that they will rush orders for us if we need it and let us know about brand new products. In fact, now there are vendors coming to us and wanting us to start selling their products. We are becoming a much bigger player in the industry."

But when asked whether or not Rebecca and Cal have reached their marketing goals, the two admit that their goals are much more ambitious. Ultimately, they would like to quadruple their sales and become a premier party store. To do this, they will continue to expand and update their product lines. The challenge is steep, and Logical Position's team of paid search specialists is already updating the account with new ad groups for new products, which they will test and optimize. "The team has been very responsive," says Rebecca. "We have worked really well together, and I look forward to seeing what we can do next."