

Client Case Study

Cost Effective Marketing with Google Search

CMachinery was founded in 2009, headquartered in Guangzhou, and has been focusing on the export trade of construction machinery for 10 years. They hope to further develop in the global market through Google advertising, intent to reduce cost and increase inquiry.

In this cooperation, XBN analyzed its website data and previous advertising data, user experience and market before determining the target market. According to the actual market situation, XBN chose the place where the advertisement to put in and combined the situation of local competitors and the used the language to set keywords and made localized creativity.

XBN adopt the marketing strategy by combining search, display, and re-marketing to promote the coverage of Google's target customers. XBN use Google report data analysis to adjust the advertising creativity, keywords, rankings and so on in real-time. To expand the coverage and hook up the customers to improve ROI. Continuously adjust and revise through the feedback of advertising, to optimize the advertising strategy and influence.

Over three months of the marketing campaign, which greatly reduced the jump-out rate and increased the traffic of the website. Compared with the data, the inquiry cost of the website was reduced by 60% and the inquiry volume was increased by more than 200%.

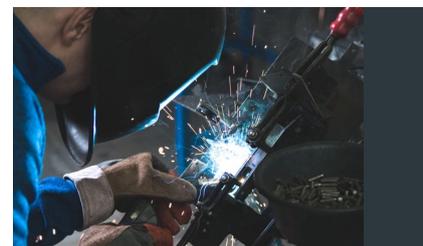
Click-through Rate (CTR)
Increased by **400%**

Conversion Rate
Increased by **300%**

Cost per Click (CPC)
Reduced by **85%**



CMachinery
(Construction Machinery Exportor)



Challenge

1. No professional overseas team, low quality copywriting.
2. No standardized target keywords and not conform to the local habits.
3. Difficult to control the budget with inaccurate budget setting for different countries and regions.
4. The efficiency of data statistics is low and the feedback is not timely.

Solution

1. Accurate customer positioning, provide high quality creative writing by overseas team.
2. With localized keywords, advertisements and accurate positioning to improve the quality of campaign.
3. Optimizing advertisements, advertisements positioning and budget controlling.
4. Real-time data statistics, weekly data analysis and comparison, continuously optimize the advertising.

Improvement

1. The inquiry cost of the website is decreased by 60% and 72% compared with last year.
2. The number of inquiry is increased by more than 200% compared with last year.

Scan for
more about XBN

