



AED Market harnesses the power of Google AdWords Shopping to increase revenue



AED Market + JumpFly
Spring Hill TN | USA • aedmarket.com

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Top Brands at Great Prices
Shipping - Order Today

Philips Heartstart Onsite AED -...
\$785.00
AED Market
Free shipping

Philips Heartstart FRx AED-...
\$895.00
AED Market
Free shipping

The challenge

AED Market sells AEDs and Defibrillators in a competitive market, with a limited budget. They needed to find a way to increase return on ad spend in order to invest more back into the business. Poor feed data also compounded the problem.

The approach

The first step was to improve the data in their feed to enhance relevancy. Then a complete rebuild of Shopping campaigns was the next step, with a strategy of [separating branded searches from general searches](#). Additionally, using Time Decay attribution made sense as these were large purchases with extensive research, as did using eCPC bid strategies. RLSA Audiences were layered in to provide better long-term bid strategies.

The results

ROAS steadily increased, which gave AED Market the confidence to add more budget over time. As a result, while spend has gone up 63% the changes were implemented starting in October 2017, impressions have increased 70%, but more importantly, revenue is up 90%. The addition of a profit column based on their Gross Profit Margin saw profit increase by 220% YoY, and AED Market is continuing to put more into their AdWords campaigns.

Additional resources: [JumpFly Google Collaboration Video - Shopping Feed Management](#)

Featured solutions:

Audience:

- › Similar Audiences
- › [Display Remarketing](#)
- › [Search Remarketing](#)
- › YouTube Remarketing

Attribution:

- › Data Driven Attribution
- › [Rules Based Attribution](#)

Automation:

- › Target CPA
- › Target ROAS
- › Maximize Conversions
- › [Enhanced CPC](#)
- › Dynamic Search Ads
- › Dynamic Remarketing
- › Smart Display Campaigns

“Splitting branded from non-branded Shopping campaigns allowed for more targeted bidding and budget allocation to improve revenue.”

—Nikki Kuhlman, Account Director, JumpFly

70%

Increase in impressions

90%

Increase in revenue

220%

Increase in profit