



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



AED Market + JumpFly  
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## 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