

# ROBOT WORLD

Read on to find out how we used Google Ads  
**to increase the sales of a foreign client**  
on the Polish market

CASE STUDY

# ABOUT THE CLIENT

1



**Robot World is an online store run by robotics specialists.** The company has been prospering and advising clients for **over 25 years**, and currently offers robotic assistants – automatic vacuum cleaners, cleaning and mopping robots, robotic lawn mowers, drones, educational robots and **many other products that use modern technologies to function.**



# ABOUT THE CLIENT

2



**Robot World** initially sold only on the Czech market, where it established its brand and built a reputation. **After succeeding on the market of our southern neighbors, the company's management board decided to enter the Polish market as well.**



# CHALLENGES

1



However, achieving success in a new market is never an easy task. This is especially true when a company sells electronic equipment, like Robot World does.

**One of the possible dangers, and one which we identified when designing our operation strategy, was the possible lack of trust of Polish customers might have in a distributor from abroad.**

**Another challenge was the direct competition of local electronics tycoons, who also offer cleaning robots and drones.**



# CHALLENGES

2



In the Google Ads activities that we started at the beginning of March 2020, the priority was to improve the profitability of the campaign.

**Before Robot World began its cooperation with 4PEOPLE,** their campaigns were well-budgeted; however, this did not translate into profits. ROAS was at 200-300%, which is unsatisfactory when taking into account the sales potential of Robot World.



# WHAT STEPS DID WE TAKE?

1



The main goal of our Google Ads activities was to increase sales volume, which was in turn to improve marketing campaign profitability. In order to implement the plan, we concentrated first on the purchasing campaigns which, according to our analysis, were the most effective ones. The key was to properly divide the account and organize it in accordance with Google's guidelines. The activities concerned 3 types of Google Ads campaigns:

## 1. Purchasing campaigns:

- We analyzed the products and highlighted those with the highest sales potential, and then maximized their share in views.
- At the same time, we tried to utilize the potential of the entire store by advertising all of the products, but taking into account the division of the assortment into sections according to sales potential.





# WHAT STEPS DID WE TAKE? 2



## 2. Search engine campaigns:

- Our first priority was to reduce expenses that had until now been allocated to unprofitable campaigns.
- Then, we used automated DSA campaigns, configured to categories and products with the greatest potential.
- After the increase in sales, we extended the DSA campaign to all product subpages, and also launched an intelligent pricing strategy.

## 3. Display Network Campaigns

- We used dynamic remarketing for activities aimed at users abandoning their carts. This form of remarketing is especially effective in online stores, because the ads displayed are linked to the products users browse. Combined with a list of users who have abandoned their carts, dynamic remarketing guarantees good results.



# EFFECTS

1



Since our team carried out this thorough reconstruction of the Google Ads campaign at the beginning of March 2020, **advertising activities have brought great results.** This is indicated, among others, by the ROAS indicator, which has increased several times over the recent months!

- **ROAS before starting cooperation: 239%**
- ROAS in March 2020: **736%**
- ROAS in April 2020: **2093%**
- ROAS in May 2020: **1466%**
- ROAS in June 2020: **1300%**
- ROAS in July 2020: **1030%**
- ROAS in August 2020: **1261%**
- ROAS in September 2020: **1850%**





# EFFECTS

2



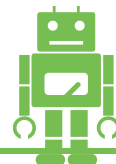
# EFFECTS

3



Comparing the period from **01/03/2020 to 30/09/2020** with the same period the year prior, **we can note an increase in all factors reflecting the profit on sale in the Google Ads campaigns:**

- **350%** revenue increase
- **182%** increase in conversion rate
- **122%** increase in the number of transactions
- **43%** cost reduction

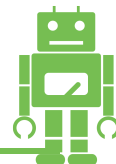
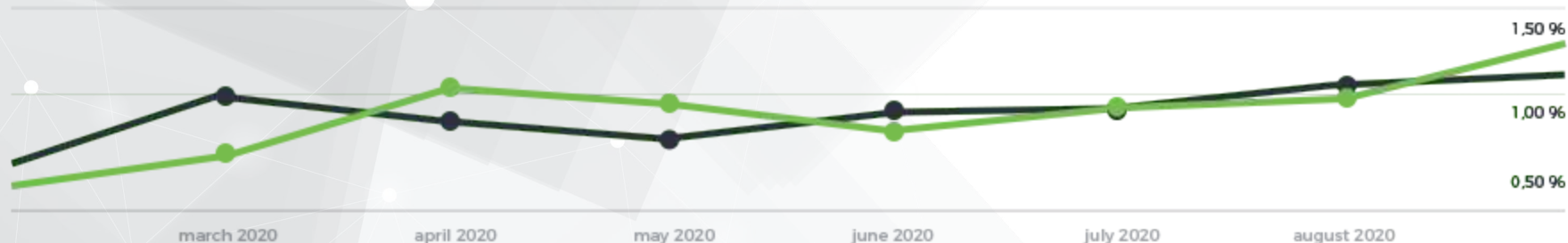




- **350% REVENUE INCREASE**
- **182% INCREASE IN CONVERSION RATE**

REVENUE

CONVERSION RATE E-COMMERCE



# SUMMARY

**The Google Ads campaigns activities performed by the 4PEOPLE team helped *Robot World* take full advantage of the sales potential of its products and realistically increase their profits thanks to online marketing activities.**

We are proud that we were able to support our partner, a Czech market leader, in their debut on the Polish market.

**We hope that *Robot World's* useful and high quality products will enjoy more and more new Polish users.**