



MENU

CASE STUDY

# MENU DESIGN SHOP

 **DIGITAL NATIVE**  
A NEW ERA OF MARKETING





# CASE STUDY

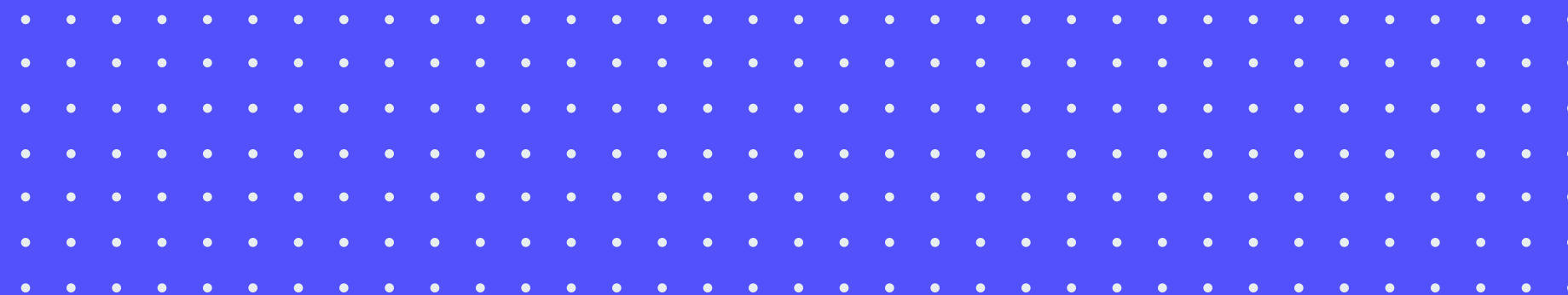
As a full-service digital marketing agency, Digital Native assists clients by supporting their various ad strategies, including paid search.

By analyzing key data, Digital Native determines the most effective strategies for improving the results of paid ad campaigns.

During this process, each client's unique needs are taken into account.

Digital Native strives to fully understand what those needs are and how they can be met. This enables clients to reach their specific goals and beat their competitors. At Digital Native, no shortcuts are taken.

Instead, great care and consideration goes into every plan of action, ensuring clients are satisfied with the outcome.



# THE CHALLENGE

- Ineffective keywords, some with zero impressions and others with no clicks.
- Duplicate keywords that increased cost and hurt quality score.
- Targeting devices with no transactions.
- Duplicate ad descriptions that lacked CTAs and keywords.
- Irrelevant links that negatively impacted quality score.

# THE APPROACH

- Reorganized keywords to reach more customers with relevant ads.
- Created compelling ad copy that drove conversions.
- Launched smart shopping campaign to improve ROAS.
- Updated links to direct users to relevant product and category pages



# THE RESULTS

BEFORE (NOV-DEC 2019)

**38**

PURCHASE TRANSACTIONS  
GENERATED BY GOOGLE ADS

**\$17,460**

REVENUE

**153%**

ROAS

AFTER (NOV-DEC 2020)

**580**

PURCHASE TRANSACTIONS  
GENERATED BY GOOGLE ADS

**↑ 1,426%**

MENU YOY REVENUE  
INCREASED ALMOST 14X

**\$153,724.87**

REVENUE

**↑ 780%**

MENU YOY TRANSACTIONS  
INCREASED ALMOST 8X

**1060%**

ROAS

**↑ 593%**  
MENU YOY ROAS  
INCREASED ALMOST 6X





# MENU'S STORY

It all began in 1978, the year that MENU was founded. Since the company's establishment, MENU has constantly strived to provide top-quality furniture and other household items.

From its earliest days, MENU has worked with the best designers in Scandinavia and other parts of the world to produce beautifully designed products.

The company continues to handpick talented professionals who utilize their superior skills to create attractive, modern designs.

In order to reach more customers and increase sales, MENU started using Google Ads.

Despite these efforts, the ads weren't achieving the desired results.

This prevented MENU from growing its online customer base. Clearly, some changes needed to be made.

That's when MENU began working with Digital Native.





# USING GOOGLE ADS MORE EFFECTIVELY

With help from Digital Native, MENU successfully improved and updated its Google Ads.

## Here's what they accomplished.

### BETTER ORGANIZATION

- Created an organized system for campaigns and ad groups.

### KEYWORD OPTIMIZATION

- Grouped keywords to increase ad relevancy and encourage higher CTRs.
- Included additional negative keywords to refine search and save money.
- Eliminated ineffective and duplicate keywords and focused on top performing keywords.

### UPDATED SETTINGS

- Tested maximize conversion bidding to make the best use of budget.
- Used geotargeting to better reach local customers.
- Included negative bid modifiers to prevent targeting devices with no transactions.

### IMPROVED ADS

- Created unique headlines and descriptions that include relevant keywords.
- Added compelling CTAs to increase conversions.
- Incorporated links to relevant product and category pages.
- Added clear images, allowing users to easily see products being offered



# USING GOOGLE ADS MORE EFFECTIVELY

Example of your image ad at 160x600

**Scandinavian Sofas & Chairs**

Contemporary Styles from Danish, Nordic, and Swedish Designers. See Our Collection.

Example of your image ad at 300x250

**Scandinavian Sofas & Chairs**

Contemporary Styles from Danish, Nordic, and Swedish Designers. See Our Collection.

Example of your text ad at 300x250

**Scandinavian Sofas & Chairs**

Menu Design Shop

Contemporary Scandinavian Chairs, Sofas & Accessories. Modern Styles & Comfortable Design!

**OPEN**

Example of your image ad at 728x90

**Scandinavian Sofas & Chairs**

Contemporary Styles from Danish, Nordic, and Swedish Designers. See Our Collection.

Example of your image ad at 160x600

**Modern Bed & Bath Accessories**

Contemporary Scandinavian Home Accessories for the Bedroom & Bathroom. See Our Collection.

Example of your image ad at 300x250

**Modern Bed & Bath Accessories**

Contemporary Scandinavian Home Accessories for the Bedroom & Bathroom. See Our Collection.

Example of your text ad at 300x250

**Scandinavian Home Accessories**

Menu Design Shop

Contemporary Home Furniture & Décor from Top Designers. Free Shipping on Orders Over \$100.

**OPEN**

Example of your image ad at 728x90

**Modern Bed & Bath Accessories**

Contemporary Scandinavian Home Accessories for the Bedroom & Bathroom. See Our Collection.

# SEEING INSTANT RESULTS

Before making the changes listed above, MENU's Google Ads were failing to deliver. Just take a look at their performance from November through December in 2019. Only **38 purchases** were generated from Google Ads, bringing in **\$17,460**.

## BEFORE (NOV-DEC 2019)

**38**

PURCHASE TRANSACTIONS  
GENERATED BY GOOGLE ADS

**\$17,460**

REVENUE

Then, MENU started working with Digital Native and it didn't take long to see improved results. Right away, from January through February 2020, MENU's Google Ads generated **109 purchases** and **\$38,302**. **ROAS** also took a giant leap from **53%** to **626%**.

## AFTER (JAN-FEB 2020)

**109**

PURCHASE TRANSACTIONS  
GENERATED BY GOOGLE ADS

↑ **1,426%**

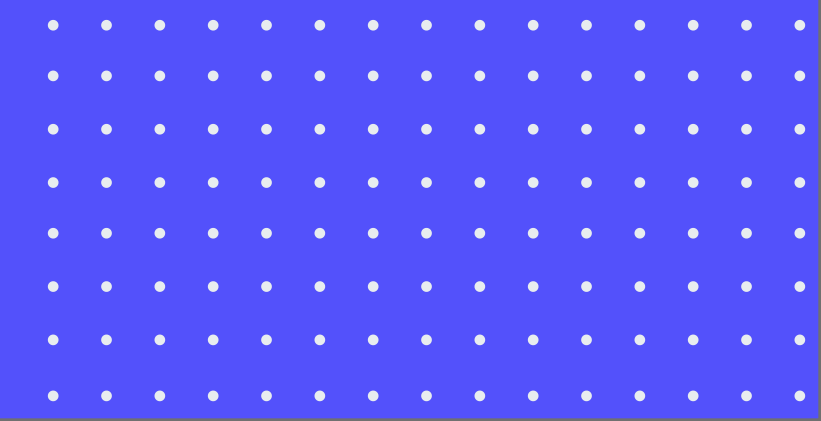
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INCREASED ALMOST 14X

**\$38,302**

REVENUE

↑ **780%**

MENU YOY TRANSACTIONS  
INCREASED ALMOST 8X





# REACHING MORE CUSTOMERS WHILE INCREASING SALES

Now, MENU can continue reaching more customers, leading to more sales. This increase in revenue will help MENU maintain success, allowing the company to keep working with the best designers while providing high-quality products.







# GET IN TOUCH



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