

Motolegends



PROJECT GOALS

Motolegends are a retail company with offline and online stores.

They were spending a sizeable budget every month on Google Adwords to a targeted audience but were not really seeing a suitable ROI on the ad costs or confident of the Google Adwords process.

Each agency Motolegends used didn't seem to invest the time to understand the brand or provide transparent feedback.

OUR SOLUTION

We have completely rebuilt the Motolegends Adwords Campaigns from the bottom up and now advertise across multiple channels including YouTube and Google Shopping.

Campaigns are specific to the company and we use a range of strategies to ensure maximum coverage on Google.

RESULTS

Advertising costs have halved within 12 months and ROI for Google Ads is running at around 3:1 ratio.

Competitors are outbid we meet every month to ensure the campaigns are performing and to discuss ideas.

Sharpmonkeys have reduced our Google Ads spend while increasing the ROI over a 12 month period. They know Google Ads inside and out and always provide top notch advice.

- Kevin Price, eCommerce Manager, Motolegends