

Case Study

LENSVISION: 260% REVENUE GROWTH THROUGH SIMPLIFIED GOOGLE ADS ACCOUNT STRUCTURE

Lensvision, the competence center for contact lenses, sells contact lenses from leading manufacturers online. In order to reach potential customers via Google Ads, Lensvision has to compete with numerous competitors. By restructuring accounts according to current best practices, combined with a customized strategy, Webrepublic helps Lensvision to increase campaign efficiency and multiply sales while maintaining a stable CSR (cost-to-sales ratio).

INITIAL SITUATION

The market for contact lenses is characterized by intense competition in the paid search sector. This has a negative impact on costs: high click prices reduce the return on ad spend and put pressure on the profitability of Google Ads campaigns. To increase the efficiency of Lensvision's Google Ads campaigns, a new approach to campaign and ad group structure will be tested and implemented.

GOALS

- ★ Revenue growth of paid search campaigns while meeting the defined CSR target
- ★ Higher efficiency in campaign management

MEASURES

Thanks to a new account structure, Lensvision should be able to identify further growth potential and sustainably increase the profitability of its campaigns. Combining its expertise, years of experience, and strategic considerations, Webrepublic has based this project on the principles of Modern Search (or Simplified Account Structure). This is the current Google best practice approach, which states that a simplified account setup offers various advantages over granular structures. A structure that is too granular has the disadvantage, depending on the initial situation, that the traffic is segmented into many individual campaigns and thus less data is available for machine learning at the campaign level.

Under the principle of "reduction to the minimum", the numerous Ad Groups, which were previously structured according to individual match types, are merged. The reduced structure of the Ad Groups not only improves clarity, but also provides the Google algorithm with sufficient volume for optimization at the Ad Group level. In addition, the DSA campaigns (Dynamic Search Ads) are integrated as DSA Ad Groups into thematically matching Search Campaigns, also with the aim of reducing the number of existing campaigns and collecting more data at the campaign level.



RESULTS

- ★ Increase in Q1 2022 revenue by over 260% YoY while meeting predefined CSR targets.
- ★ Significant reduction in time spent on manual campaign management enables focus on strategic activities

“The increasing adoption of Machine Learning requires a rethink of how Google Ads accounts should be structured. The watchword for most use cases is to move away from overly granular search setups to simplified account structures. Combined with the capabilities of Smart Bidding, this approach allows us to achieve maximum performance.”

Yannick Vollenweider, Performance Marketing Strategist, Webrepublic

“The very good results of the new, simpler structure in the generic search area have completely convinced me, despite initial skepticism: Not only is performance significantly better while efficiency remains the same, our Google Ads account is now much clearer. And best of all, we can scale the new approach and thus increase performance in other markets as well.”

Marc Sommer, CMO, Vision Group AG

