



Client: FLORAL KINI

Services: Pay per Click Management

Marketing Campaign: Google Adwords PPC Program.

Client – FLORALKINI - got the hottest swimwear you need. Browse the latest fashion in swimsuits from bikinis, one-piece bathing suits, two piece swimsuits and more.

Challenge - The challenge was to increase their sales as the clients was already promoting the website but had low sales from other Digital Platforms. Client was already doing Paid Ads via Google but after reviewing the account it was noticed the ad structuring was not correct and the ads were not correctly optimized due to which the ads were triggering wasted clicks with sales of just \$120 per month with Ad Spent of \$375 per month

Solution – After reaching out to Digital Centrics to overcome the challenges of selling their products online we suggested client to start with just \$10 per day in Ad Budget Digital Centrics started their Shopping Ad Campaign with detailed monitoring in the account on daily basis and optimizing the campaigns in detail as and when needed.

Result - Digital Centrics started their Shopping Ad Campaign and the sales started to come and the numbers got increased from \$ 120 per month to \$400 per month and reached to \$1095.86 in a span of 3 months in a budget of \$10 per day.

Client Say - *The optimizations you've made in Google are just amazing, we were losing dollars in google campaigns with our previous vendor not working correctly. Thank you so much for saving dollars and increasing our sales via our Google Campaigns too. We look forward to work with you for a longer period.*