



Client: SIMPLYASPTECH

Services: Pay per Click Management

Marketing Campaign: Google Adwords PPC Program.

Client – SIMPLYASPTECH - is dedicated to carrying high quality and low cost, consumer electronics and wireless accessories in our City of Industry, CA location. Our product selection is quite extensive and you are sure to find something to meet your discerning tastes! Our friendly staff is here to help you find exactly what you are looking for.

Challenge - Challenge - The challenge was to sell their newly launched website with very limited products to users while competing with big players like amazon, eBay etc. Competing with big brands and their competitive products was not easy to beat due to their high brand value.

Solution - Client reach out to DigitalCentrics team to overcome the challenges of selling their limited products online while competing with big players. But one of first issue we found even before launching the campaign was that the website was not user friendly as to get success in e-commerce industry your website must support user friendliness, so we recommended some changes on website in order to make it user and conversions friendly as this was our first key to move towards success. Then with the help of market research and experience, we setup campaigns keeping in mind specific audience targeting, right marketing channels and in depth ROI tracking.

Result - Not only just optimizing the account while regularly making changes on website based on season, holidays, and bestselling products, we started getting sales from the first few weeks and as the weeks progresses while regularly testing various elements in website we achieved a great amount of sales on website. During holiday season the no. of sales volume was all time high which made client very happy with the techniques of the DigitalCentrics team.

Client Say - *By the way the changes you've made in Google are amazing, I already beat my Amazon sales with my website sales. This hasn't been done in 4 years.*