

**About Adorable Baby Clothing:**

www.AdorableBabyClothing.com

Location: Altamonte, FL

Children's clothing for weddings, baptisms, and other special occasions

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**Goals**

- Become more visible to target audience
- Bring in more online sales
- Generate sustainable ROI
- Recuperate losses from other traffic channels

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**Approach**

- Improve segmentation and test match types
- Implement conversion tracking
- Add Google Shopping campaigns
- Remove ineffective targeting

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**Results**

- 265% increase in CTR
- 610% increase in sales
- 518% increase in revenue

## Adorable Baby Clothing sees 610% increase in sales with Google AdWords

"The first thing that an online retail store should aim to provide is dependable, friendly customer service," says Cynthia Mock of Adorable Baby Clothing (ABC). Cynthia is the ecommerce store's owner/operator and she makes it her mission to provide great quality special occasion children's clothing to users across the US and Canada. "I bend over backwards for my customers," says Cynthia, "and they say that's why they keep coming back. I'm a customer myself, so I try to treat my customers like I would want to be treated."

**Taking retail online**

After obtaining a bachelor's degree in education and a master's degree in psychology, Cynthia worked in sales for several years. When she was ready to leave the corporate world behind in 2004, she purchased her own franchise location for a company that installed custom closets, home offices, and Murphy beds. Cynthia was very successful in growing the company, but after enduring the long commute for four years, she was exhausted and wanted to find a way to work from home. "I knew I wanted to be in business for myself, but I also knew I didn't want a retail store. I decided a website would be a good way to be able to continue doing what I love."

In 2009, Cynthia purchased [AdorableBabyClothing.com](http://AdorableBabyClothing.com). The website did well in the first two years, but due to technical issues had to be moved to a new platform. After the company she hired to make the changes completed the move, sales plummeted, and because of Cynthia's lack of technical expertise, she struggled to find the reason why. By the third year, Cynthia estimated a 50% decrease in annual revenue.

**Lack of online visibility hurts business**

The lack of sales corresponded with the decline in the website's visibility on major search engines. When Cynthia took over Adorable Baby Clothing, she hired a new company to host and manage the website. They ran into some issues, and as they struggled to troubleshoot the problems, her ABC website fell further and further down the search results. After making some changes, the company she was working with refused to acknowledge the problems and said they were doing everything they could.

With plummeting sales, Cynthia hired a web expert to do an analysis. The expert was able to identify that the website was full of open links to the original website, and no 301 redirects had been put in place, an issue that was preventing the website from being recognized by search engines. Although Cynthia immediately switched to a new website company, the damage was already done. Because she was no longer visible on search engines, people shopping for children's clothing for weddings, baptisms, and other special events didn't know her company existed.

### **Logical Position takes a strategic approach**

Over the next several years, Cynthia worked with various Search Engine Marketing (SEM) companies to try to get in front of her target market. “Many of them ended up being scam artists. It was a nightmare,” says Cynthia. “Then I tried running Google AdWords on my own. I spent a bunch of money and got nowhere.”

When Cynthia was at the end of her rope, she brought on Logical Position, a Google AdWords Premier SMB Partner, to manage her Google AdWords account. After working with so many companies that had been unsuccessful in helping her, she did not have high expectations. “Logical Position was my last resort,” says Cynthia. She told herself she would try their services for a month and terminate the relationship if she saw no progress. “I had accrued a lot of debt, and I was very close to closing my doors,” says Cynthia. “I’ve never failed at anything because I will give incredibly long hours until I make it happen. But I was hitting a brick wall.”

### **Improved Google advertising brings ROI**

Logical Position’s team rebuilt her account to include several Google Search Network campaigns, as well as a Google Shopping campaign. While her old campaign had been running using full broad match keywords and the Display Select option turned on, these new campaigns were well-segmented into relevant ad groups with ad copy that followed Google AdWords best practices. The rebuild allowed for more targeted advertising and was set up to prevent wasted ad spend.

Almost immediately, Cynthia began to see an increase in sales. Using the newly installed conversion tracking, Logical Position was able to track sales volume and optimize the account accordingly. Because the Google Shopping campaign was bringing in the most conversions at the lowest cost, they focused on this campaign primarily. They also saw good conversion volume with the boys’ clothing Search Network campaign.

In the spring of 2015, Cynthia decided to do an overall analysis of her revenue and sales numbers for the previous year. What she saw surprised her. From January to May of 2015, ABC had already brought in three times the revenue she had brought in during the entire year of 2014. She had started paying off the debts that had accrued during her time of struggle and was finally able to start planning for Adorable Baby Clothing’s future.

“I compared it to last year and it was a no brainer,” says Cynthia. Back in May 2014, when Cynthia had not been running Google AdWords, Adorable Baby Clothing brought in 7 orders total. However, in May 2015, Cynthia brought in 78 online orders.

Six months after the launch of her new campaigns with Logical Position in the fall of 2014, Adorable Baby Clothing was bringing in upwards of \$5000 in revenue per month. This is compared to less than \$800 per month coming in when Cynthia had been bringing in monthly during 2014. With only the addition of Logical Position’s Google AdWords management, ABC’s revenue for May 2015 was almost as much as the company’s revenue for the entire year of 2014.

### **Regaining solvency**

“What I’ve learned is not to panic,” says Cynthia. “If nobody can find you, you won’t

sell anything. So you have to give it time. And it helps to work with a company you can trust." With more debts to pay, Cynthia knows she and Logical Position still have a lot of work to do together, but she's looking forward to learning more about the industry and in the meantime, gets to do what she loves. Cynthia enjoys helping customers choose quality clothing for their loved ones, and just like she wanted, she gets to run a retail store from home.

When asked whether there have been any downsides to working with Logical Position, Cynthia has this to say: "I'm a lot more tired at the end of the day!" Of course, she says, this is a small price to pay for success.

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