

# How We Increased Revenue and Improved ROI for NRS Healthcare

# The Brief

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[NRS Healthcare](#) approached us in October 2016 wanting to grow their B2C business. The brand was seeing success with their physical catalogue but struggling to grow their online B2C presence, particularly via Paid Media.

They ranked well for brand terms, thanks to recognition within the B2B space, so were keen to avoid wasting ad spend on branded keywords.

Our main objectives were to:

- Increase revenue via Paid Search
- Do so at a profitable ROI
- Achieve the above without bidding on brand terms

We were tasked with meeting these goals in 2017 and 2018.

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# The Approach

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Following in-depth analysis of NRS Healthcare's existing Paid Search efforts, we identified various ways to optimise the account to improve revenue and ROI.



*To view the video version of this case study, click the image above.*

## Step 1: Optimising Shopping campaigns

NRS boasts over 3,500 products, making Shopping an ideal channel for them.

After importing their products into the feed, we split out campaigns. Originally, we did this by price point, to increase bids in line with the product's value. This worked well, but we knew we could improve further.

We later restructured the Shopping account to reflect the product categories on NRS' website (e.g. 'Bathroom Aids', 'Seating Aids'). This enabled us to create sub-groups – 'Bath Support Rails' and 'Bath Lifts' – to identify which product areas were the most successful and adjust bids accordingly. This way, we could also amend bids depending on product areas NRS wanted to focus on most.

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## **Step 2: Reverse engineering Shopping-Search campaigns**

Initial analysis of the AdWords account revealed Search would be a tough channel to crack. Top-level terms were too broad and expensive, limiting clicks and leading to unqualified traffic less likely to convert. More targeted terms, however, had limited search volume so weren't generating much revenue.

We used learnings from our Shopping campaigns to restructure Search campaigns, building out product-specific ads using Google's Shopping feed to utilise product name, price, price band, product ID and URLs. This information enabled us to create campaigns based on price band, resulting in over 2,000 highly targeted groups.

## **Step 3: Improving website performance**

Poor performance of NRS' website was significantly impacting the success of Paid Search efforts, most notably impacting conversion and posing a risk to Quality Scores.

The biggest problems were evident in slow load times and issues with customer searches causing the website to crash. We worked closely with NRS to fix these problems, outlining clear recommendations – which they soon implemented – to improve performance, speed and reliability of the site.

## **Step 4: Focusing on revenue**

As revenue and ROI were joint focuses, we had to ensure both were performing to full potential.

To do this, we struck a balance by pushing for revenue then, if ROI began to dip, focusing on optimising the account and bringing ROI back above target. Once achieved, we'd focus on revenue again and repeat the process, allowing us to improve performance for both goals in tandem without one impacting the other too much.

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# The Results

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RocketMill's extensive optimisation of the site and Paid Search accounts yielded fantastic year-on-year results for NRS in both 2017 and 2018.

## Increase in 2017 vs. 2016

When comparing year-on-year growth in Q1 (January 1st – March 31st) of 2016:

- Transactions were up 266%
- Revenue increased 337%
- ROI improved 49% (from 72% to 107%)
- Conversion rate increased from 1.92% to 2.2%

## Further growth in 2018 vs. 2017

In 2018, we excelled against the targets set for us. When comparing Q1 of 2017 with 2018:

- Transactions were up 166%
- Revenue increased 156% (57% above target)
- ROI improved 95% (87% above target)
- Conversion rate increased from 2.2% to 3.3%

## Performance of Shopping campaigns

Focusing on Shopping Campaigns specifically, results were impressive. When comparing Q1 2017 with 2018:

- Clicks increased 87% for just 40% more spend
- Transactions increased 192%
- Revenue increased 124%
- And ROI improved by 116%

Thanks to our hard work and great results, this campaign was shortlisted for Best Digital Campaign at The Wires 2018.

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