



dabs.com has gained 300 percent ROI using Google AdWords

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Jonathan Wall
Marketing Director
dabs.com



dabs
com

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Since 1990, dabs.com plc has sold technology products throughout the UK. Originally, the Bolton-based company was an offline retailer, but today is one of the country’s leading online technology stores. Dabs sells nearly 20,000 products from such major manufacturers as Sony, Hewlett-Packard, Toshiba and Microsoft to 1.5 million registered customers. In addition to its UK business, the retailer has recently opened a dedicated site for French buyers; it also offers discounted shipping rates to the Republic of Ireland. Dabs typically processes well in excess of 5,000 customer orders every day from the million unique visitors that visit dabs.com each month.

Challenge

Dabs has used a mix of online marketing techniques over the years, including pay-per-click, search engine optimisation, and affiliate programmes. Since October 2002, Marketing Director Jonathan Wall has included Google AdWords as part of his advertising mix. There are several goals for the AdWords campaigns: to directly generate both traffic and sales; to execute tactical campaigns to support new products; and to lower his cost of acquiring or converting customers.

Results

“AdWords is the industry standard for pay-per-click,” says Wall. “We knew that, because of the strength of Google, we would get a higher volume of traffic.” But in the beginning he did not imagine just how much traffic. Wall says Google has consistently delivered more than one-quarter-million visitors per month via the AdWords programme.

Partnering with online marketing agency Summit Media, dabs.com’s first campaign in 2002 ran on some 300 keywords. Summit’s Head of Online marketing, Tony Patterson, recalls that those keywords generated £13,500 in sales. By maximising the campaign and learning from best practices since then, dabs.com run ads today on 60,000 keywords, and they deliver monthly revenues of £1.5 million.

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In addition to the increased traffic and revenue, dabs.com uses AdWords to build momentum for seasonal sales and special promotions. Summit’s Patterson says that using AdWords added up to 10,000 additional orders and revenues of £2.5 million during the last Christmas shopping period.

Patterson also notes that Google AdWords is easy to understand and implement. “The account interface makes it easy to monitor keyword and creative performance, campaign optimisation and bid management,” he says, noting that since implementing AdWords two years ago, dabs.com’s return on investment is 300 percent. “There’s no better way to get high-volume low-cost leads that convert consistently to sales, than Google AdWords.”

After several years of successfully using AdWords, Jonathan Wall is also still a fan. “We see AdWords as an integral part of our online campaign,” he says. “That’s why 50 percent of our resources are still directed there.”