Case Study: ThinkVacuums.com E-Commerce Growth Success
How We Are Paid Search Revolutionized ThinkVacuums.com's Paid Search Strategy and Achieved Remarkable ROI

Client Overview

Business Name: ThinkVacuums.com

Industry: E-commerce (Central Vacuum Systems and Accessories)

Challenge: Over-segmented and inefficient Google Ads and Microsoft Ads account structure, leading to suboptimal performance and missed revenue opportunities.

The Problem

ThinkVacuums.com approached **We Are Paid Search** after receiving a free account audit, which revealed critical inefficiencies in their paid search strategy. Their previous agency, **White Shark Media**, had built **18 separate Google Ads accounts** instead of consolidating into one cohesive strategy. This over-segmentation caused:

- **Inefficient Budget Allocation**: Budgets spread thin across multiple accounts, diluting impact.
- **Campaign Mismanagement**: Lack of centralized optimization led to missed opportunities and increased costs.
- **Performance Challenges**: Inconsistent ad delivery, higher CPCs, and limited visibility in competitive searches.

Despite being South Florida's largest paid search agency, White Shark Media outsourced their PPC management offshore, compromising strategy execution and results.

The Solution

We Are Paid Search implemented a **streamlined and data-driven strategy**:

1. Consolidation of 18 Accounts into One Unified Strategy

- **Efficiency Gains**: Combined all Google Ads and Microsoft Ads accounts into a single, centralized account.
- **Budget Optimization**: Ensured spend was allocated to high-performing campaigns rather than being fragmented.
- **Improved Management**: Simplified optimization processes, making room for strategic bidding and audience targeting.

2. Data-Driven Restructuring of Campaigns

- Conducted in-depth keyword research to identify high-value search terms.
- Rebuilt campaigns based on ThinkVacuums.com's business priorities, ensuring relevance and high ROI.
- Implemented conversion tracking improvements for more accurate performance measurement.

3. Strategic Adjustments to Ad Platforms

- Enhanced bid strategies using advanced AI features in Google Ads.
- Adjusted Microsoft Ads to target underserved audiences effectively, tapping into additional revenue streams.

The Results

In just **8 months**, We Are Paid Search delivered transformative results:

- **Revenue Increase**: Generated **$536K more in revenue** compared to the previous year.
- **Optimized Ad Spend**: Achieved this growth with just a **$35K increase in spend**, proving the power of a refined strategy.
- **Exceptional ROI**: Delivered an ROI of **15:1** on the increased ad spend.
- **Year-Over-Year Improvement**: Elevated overall campaign performance across both Google Ads and Microsoft Ads.

Key Takeaways

- **Streamlined Strategies Work**: Consolidation of fragmented accounts allowed ThinkVacuums.com to fully leverage its ad budget and gain better performance insights.
- **Local Expertise Matters**: By choosing a dedicated agency with in-house expertise, ThinkVacuums.com avoided the pitfalls of outsourcing to offshore talent.
- **Impactful ROI**: Thoughtful adjustments to campaign structure and spend resulted in significant revenue growth and a measurable return on investment.

Client Testimonial

"We Are Paid Search completely transformed our paid search strategy. Their insight and expertise helped us achieve incredible revenue growth in a short time. Moving from our previous agency to their team was the best decision we made for our business."
— **ThinkVacuums.com | Brian Vastola**

Conclusion

ThinkVacuums.com's success story highlights the importance of a focused, efficient, and expert-driven approach to paid search. If your business is facing challenges with over-segmented campaigns or underperforming accounts, let **We Are Paid Search** help you achieve similar results.