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CASE STUDY

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case study



fudus



Frauen ▾ Männer ▾ Kontakt Auftragsverfolgung info@fudus.de +49 32 222003623 Über uns FAQs



Fudus is a clothing and apparel brand offering trendy and stylish products for modern lifestyles.

THE PROBLEM

Fudus has faced issues such as a lack of sales and a high cost per lead. Despite their unique designs and high-quality products, they were stuck in an endless cycle of frustration. They were disappointed and worried about the future due to low sales and excessive lead generation spending.

While implementing various techniques for marketing efforts, they appeared unable to break free from the stagnating sales data.



PRODUCTS



Paid Search

CLIENT TESTIMONIAL

I'm continually impressed with the outstanding results we've seen since partnering with them. Our website has experienced a significant increase in conversions, and we're enjoying more sales than ever before. Not only they has helped us achieve a lower cost per purchase, but our overall revenue has also seen a remarkable boost. Choosing them as a marketing partner was one of the best decisions we've made, enabling us to thrive in a competitive market.

Jonathan, CEO

SOLUTION

Recently, they collaborated with us. We analyzed everything about their brand from the start.

We searched about their-

- ✔ Target Keywords
- ✔ User Persona
- ✔ Customer Behavior & Shopping Trends

Target Audience-

- ✔ Keywords Based Theme Audience
- ✔ Demographics Based Audience
- ✔ User Intent-Based Audience
- ✔ Market & Interest Based Audience
- ✔ Custom & Similar Audience

According to that strategy, we worked on-

- ✔ Setup GMC Products Feed
- ✔ Execute PMax Campaigns
- ✔ Demand Generation Campaigns
- ✔ Search Campaign
- ✔ Standard Shopping Campaign
- ✔ Branded & Competitor Brand Campaign
- ✔ Remarketing Campaign



Männer



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THE RESULTS



Google Ads interface showing search keyword results for the campaign 'MCPC - brand'.

View: 2 filters | Campaign: MCPC - brand | Ad group: Advertentiegroep 1

Enabled | Status: Eligible | Type: Standard | Target ROAS: 376.94%

Search keywords (Last 30 days: 17 Apr - 16 May 2024)

Keyword	Match type	Status	Conv. value	Conv. value / cost	Imps	Avg. cost	Cost	Conv. rate	Conversions	Cost / conv.
[tudu]	Exact match	Eligible	2,472.02	5.34	3,002	€0.44	€462.50	6.52%	69.25	€6.68
"tudu"	Phrase match	Eligible	517.14	3.14	1,625	€0.53	€164.45	3.99%	12.49	€13.17
[tudu.de]	Exact match	Eligible	716.77	70.26	78	€0.06	€3.00	8.33%	4.00	€0.75
"tudu.de"	Phrase match	Eligible	42.02	0.69	564	€0.52	€61.26	1.40%	1.64	€37.32
"tudu kleidung"	Phrase match	Eligible	31.40	2.28	75	€0.60	€13.78	5.66%	1.30	€10.58
[tudu kleidung]	Exact match	Eligible	6.83	0.57	104	€0.32	€11.99	2.59%	0.98	€12.20
[tudu mode]	Exact match	Eligible	1.90	0.48	15	€0.56	€3.93	0.29%	0.02	€194.94
tudu	Broad match	Eligible	0.00	0.00	90	€0.48	€9.98	0.00%	0.00	€0.00

Thank
You!