

# Vinmager.dk

Increased overall sales by 75% the first 6 months of 2014

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As very few sales had been derived from the efforts, Vinmager.dk decided to take Digital Excellence on to see what they could make out of it.



## Approach

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## What was done

- All relevant aspects of search terms were covered with relevant keywords.
- The AdWords account structure was expanded with tightly themed ad groups covering each product - deeplinked and all with customised adtexts.
- Bidding was done according to sales value, not amount of transactions.
- Negative Keywords were added to focus on relevant and targeted search terms and to exclude but not same type of products.

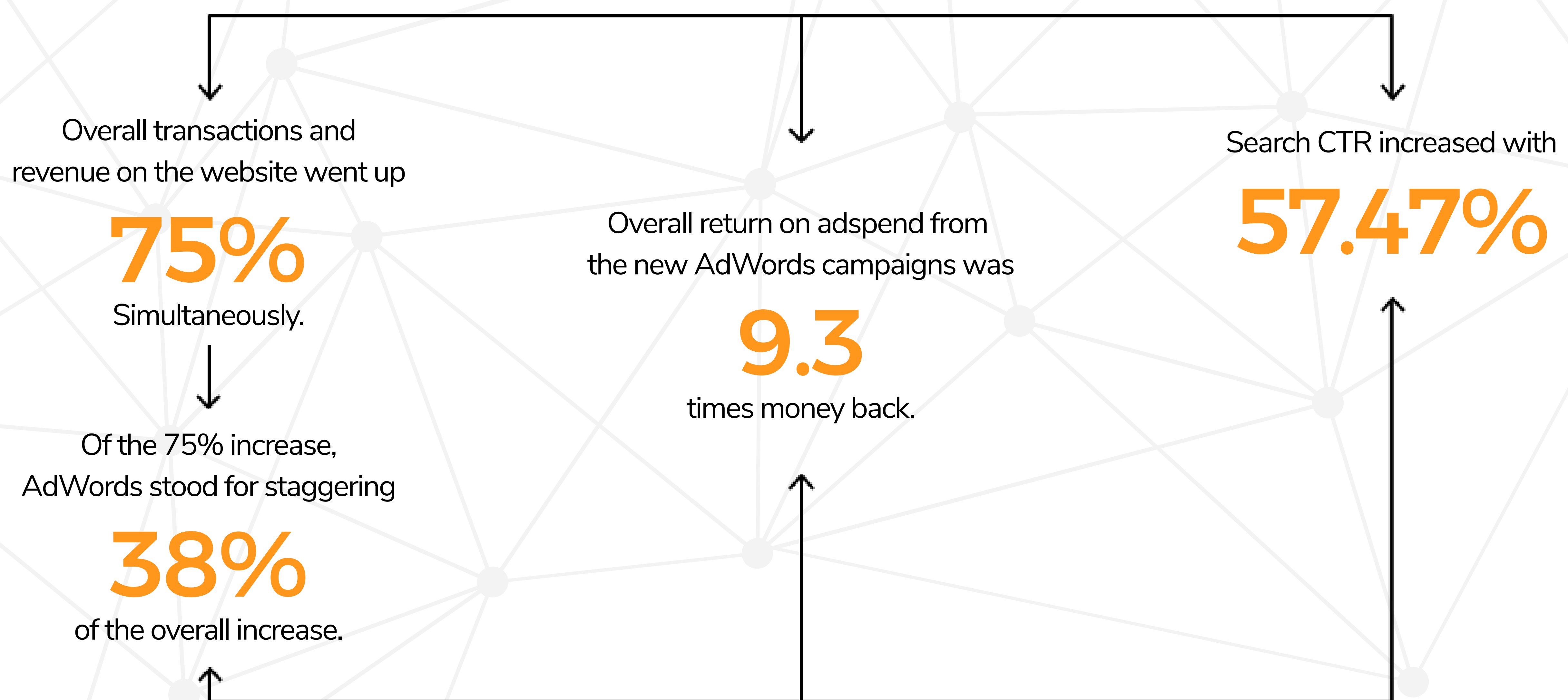
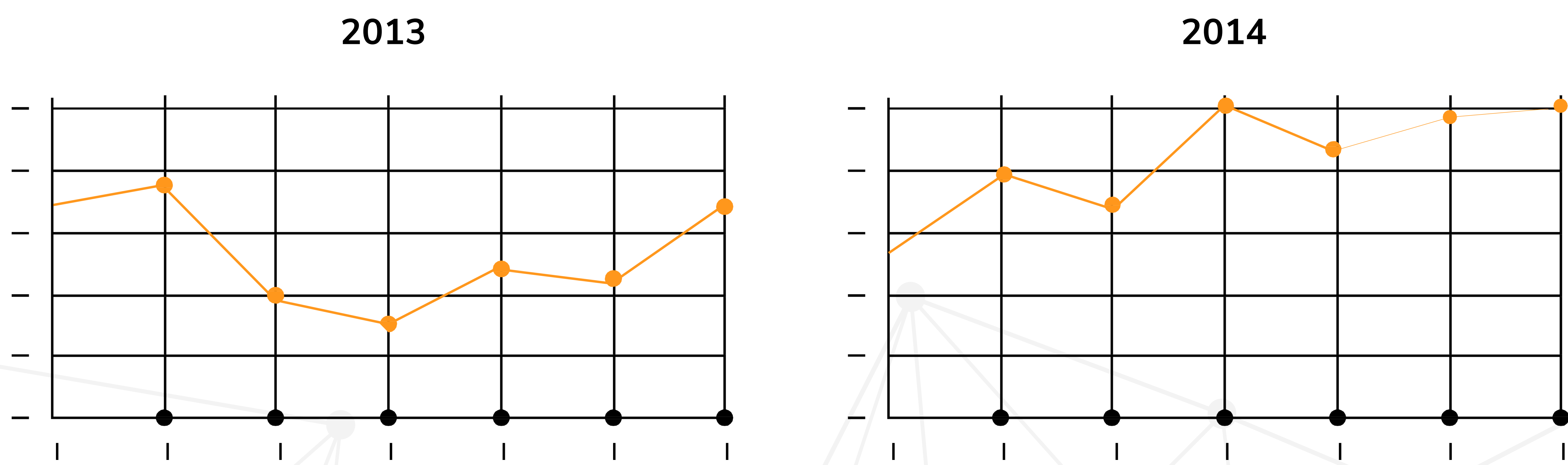


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## Results

The results were significant. Over the course of the first half of 2014 compared to first half of 2013.



The most interesting part of this analysis was that...

**AdWords did not cover full inventory for Vinmager.dk so there is even more room or growth in the future**