

How We Helped Excel Currencies

Google Display Remarketing Ads - Case Study

25%

INCREASED IN TOTAL CLICKS

Data based on YOY results.

26%

DECREASED IN THE AVERAGE CPC

Data based on YOY results.

31.36%

INCREASE OVERALL CONVERSIONS

Data based on YOY results.

Result (Google Display Remarketing Ads)

25% - FROM 670 TO 897

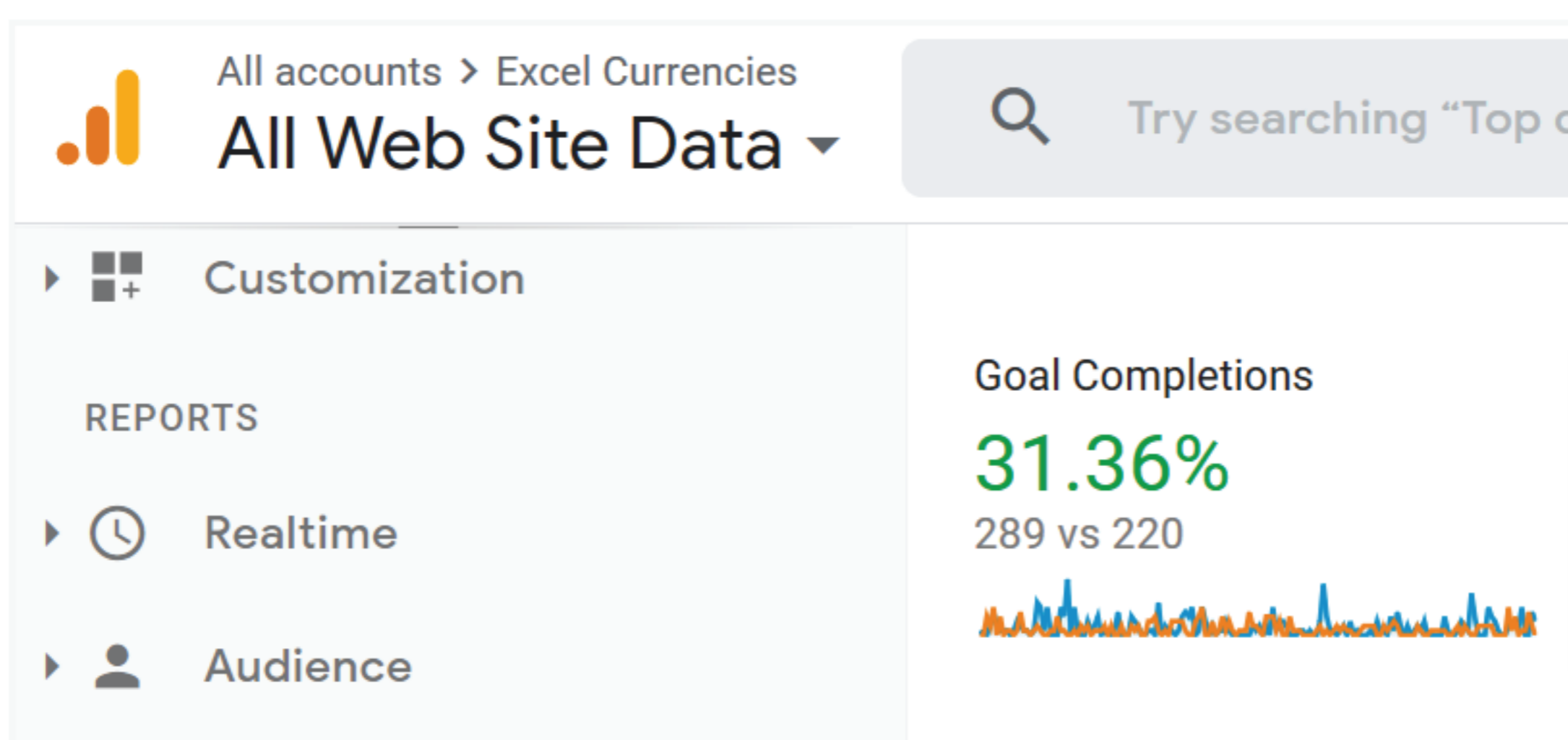
Increased In The Total Clicks

26% - FROM £0.42 TO £0.31

Decreased In The Average CPC

31.36% - FROM 220 TO 289

Increased Overall Conversions to the website (With This Brand Awareness Display Campaigns).



Source: Google Analytics



Source: Google ads dashboard

Here What They Said

Thank you Glorywebs for the amazing job you did. I am so happy with the work, you guys are so professional and the quality of your work is amazing. Definitely consider Glorywebs if you are looking for PPC, web design and web development company.

- KARL DALY | EXCEL CURRENCIES DIRECTOR

The Brief

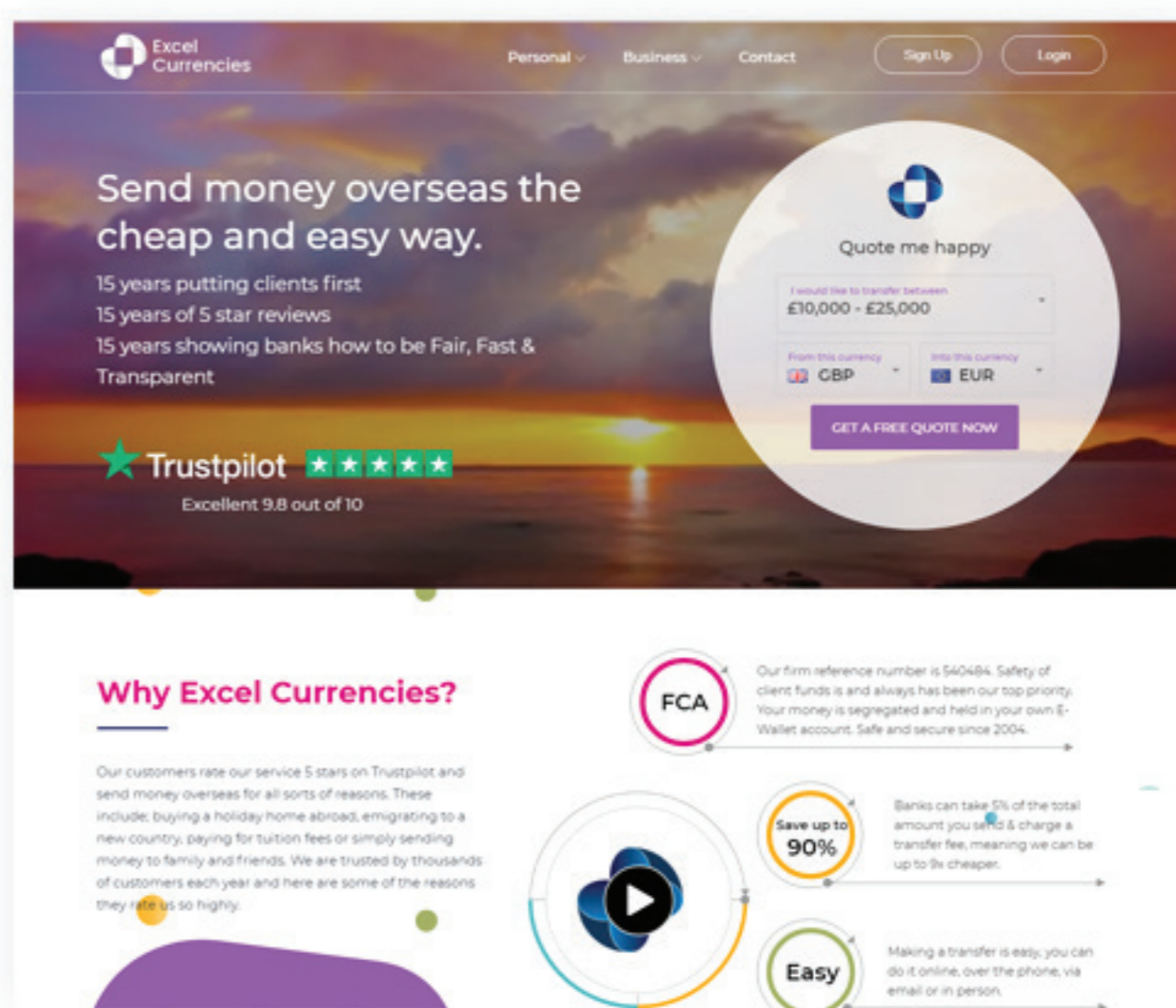
International Money Transfer Agency Based in UK

Started in 2004, Excel Currencies is disrupting the international money transfer industry by combining a fair price, fast delivery of funds and exceptional customer service.



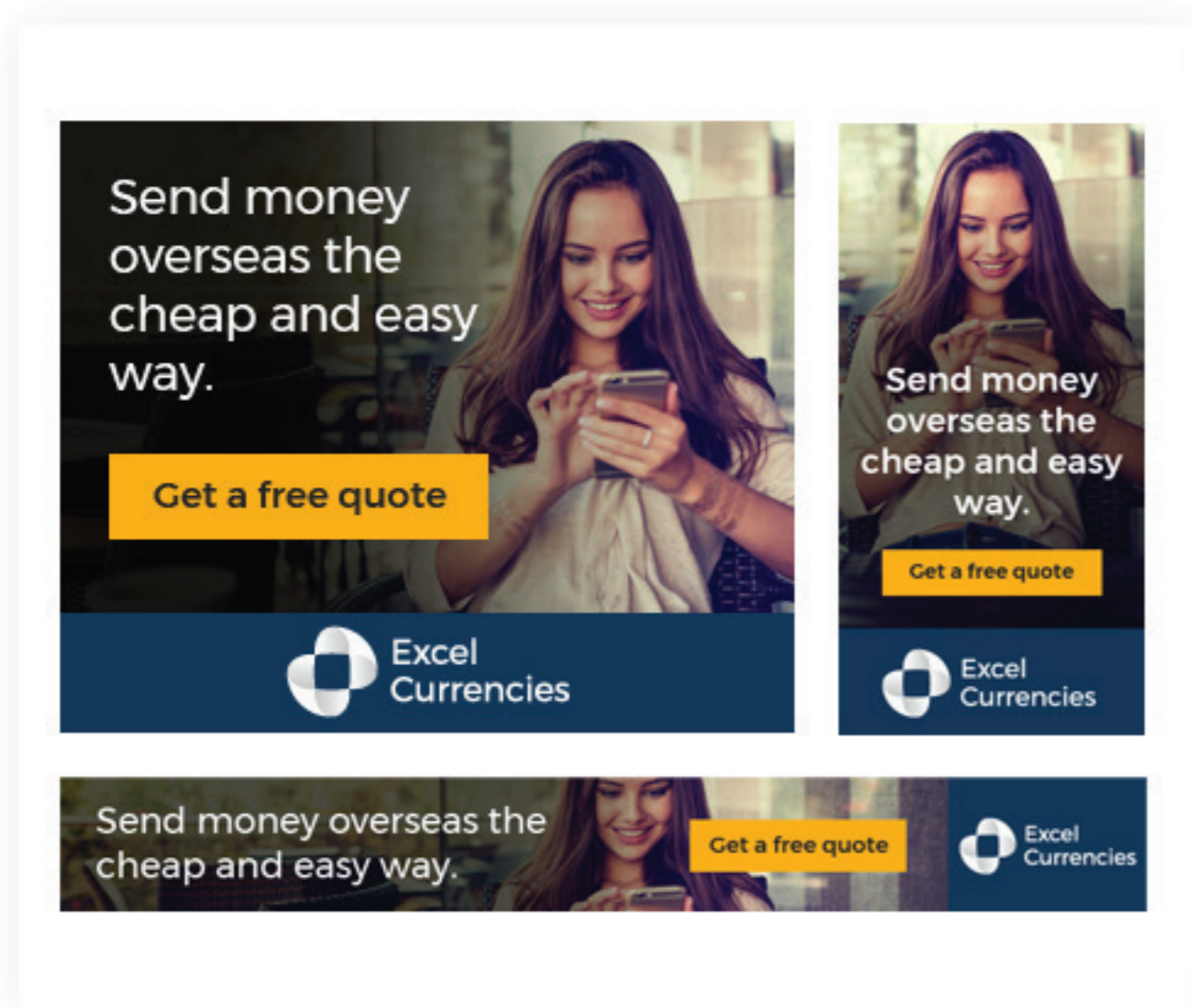
Challenge

- Creating Appealing Display Ads Banners
- Creating Remarketing Audience Based On Website Visitors
- Increase Brand Awareness & Website Traffic



Solution

- Created Remarketing Audience List Based On Website Visitors
- Monitor Budgets And Campaign On Regular Basis
- Searched & Focused Only Targeted Locations Within The UK
- Excluded The Irrelevant Placements To Reduce The Wasted Spends



25% INCREASE
IN TOTAL CLICKS



26% DECREASED
IN THE AVERAGE CPC



31.36% INCREASE
IN OVERALL CONVERSIONS

Want results like this? Contact us today for a customized proposal.

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