



**SMART ROOF SHADE
SYSTEMS LLC**

Generating Relevant Website Traffic & Conversions with Google Advertisement

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by:

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Smart Roof Shade Systems- www.smartroofshades.com

This case study document refers to the performance of a 2-month Google AdWords campaign run by Prabisha Consulting AdWords experts for Smart Roof Shade Systems, Dubai, UAE.

Brand Overview

Smart Roof Shade Systems are the leading specialists of Rooftop Shades manufacturers in Dubai, UAE; they focus on providing high-quality, customizable Pergola shades, Awning systems, and Glass walls for all residential & commercial purposes. Smart Roof Shade Systems' products are innovative & fine furnishing objects to admire visually & functionally; able to match modern & traditional architecture.

Campaign Objective

Our objectives for Smart Roof shade Systems were performance oriented. As a newly developed website client wanted to increase website traffic & product page visits and enhance brand visibility with Google ads.

- Relevant website traffic
- Product Page visit conversion
- Brand Awareness

Campaign Period

May 2022- July 2022

Skill Set Used

- Google AdWords
- Google Analytics
- SEMrush
- Ubersuggest
- Google Data Studio



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Challenges

The biggest roadblock was the low monthly ad budget which decreased the campaign scalability to reach the new relevant audience. The initial ad budget was monthly 5000 INR, and we increased the budget to 10,000 INR after analysing google analytics data & ad performance results.

Campaign's primary challenge was reaching new & relevant audience (highly focused campaign) with small ad spend.



Work Flow: Pay-Per-Click Google Advertising

Ad campaign set up stages:

Understanding the target audience

High Volume & Location-based Keyword Selection

Unique creative development

Ad groups & Ad set

Location Targeting

Set up Extensions & Budget

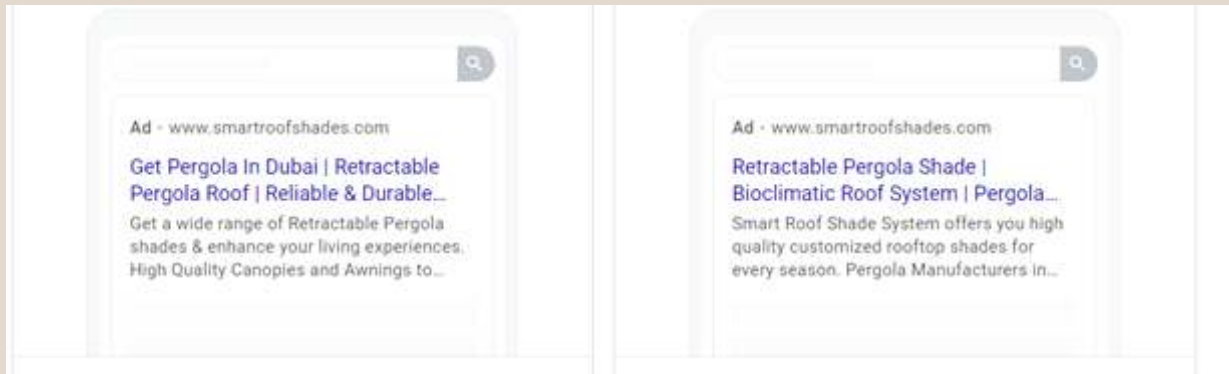
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Campaign Enhancements

Ad Diversity

Prabisha team ran a mix of ads focused on keywords as well as heading & descriptions. We measured their performance and made changes accordingly.



Retractable Pergola in Dubai | Extendable Roof Shade | Pergola S...

Ad www.smartroofshades.com

Easy-to-Assemble. Large Selection. Affordable Pergolas. Get a wide range of Retractable Pergola shades & enhance your living experiences.

Work Within Your Budget · Long-Lasting Products · Professional Contractors · Cont...

[Aluminium Pergola Uae](#)

[Glass System](#)

[Bioclimatic Pergola](#)

[Pergola Shades](#)

Retractable Pergola Dubai | Fully Automated Pergola System | Ro...

Ad www.smartroofshades.com

Our company offers you the best quality and long-lasting rooftop shades. Feel Free To Ask About Our Products & Services.

Contact Us Today · Professional Contractors · Long-Lasting Products · 15+Years of...

[Retractable Pergola Dubai](#)

[Wooden Pergola](#)

[Glass System](#)

[Bioclimatic Pergola](#)

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Location Targeting

For Smart Roof Shade, we knew that some geographical locations would be more essential to target than others. So, we ran our campaign in those areas and excluded the ones where the client didn't want any engagement.

Source: Google Ad Dashboard

Targeted location	Campaign	Bid adj.	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Conv. rate	Conversions	Cost / conv.
Abu Dhabi, United Arab Emirates		-	38,394	589 clicks	1.53%	₹3.04	₹1,170.21	5.57%	32.83	₹34.52
Dubai, United Arab Emirates		-	32,410	471 clicks, 1 engagement	1.45%	₹3.05	₹1,435.23	4.25%	20.00	₹71.76
Abu Dhabi, United Arab Emirates		-	18,356	339 clicks	1.85%	₹3.11	₹1,053.92	6.15%	21.00	₹50.19
Sharjah, United Arab Emirates		-	17,013	282 clicks	1.66%	₹3.19	₹998.58	2.84%	8.00	₹123.32
Ajman, United Arab Emirates		-	7,173	107 clicks	1.49%	₹2.87	₹306.71	2.80%	3.00	₹102.24
Ras Al Khaimah, United Arab Emirates		-	6,142	82 clicks, 1 engagement	1.34%	₹2.72	₹222.91	4.88%	4.00	₹56.73
Fujairah, United Arab Emirates		-	4,682	72 clicks	1.56%	₹2.58	₹188.22	5.48%	4.00	₹47.06
Dubai, United Arab Emirates		-	1,270	55 clicks	4.33%	₹56.16	₹3,089.06	38.18%	21.00	₹147.10
Ras Al Khaimah, United Arab Emirates		-	1,703	30 clicks	1.76%	₹3.87	₹116.17	10.00%	3.00	₹38.72
Dubai, United Arab Emirates		-	451	19 clicks	4.21%	₹41.37	₹785.94	36.84%	7.00	₹112.28
Total Locations			130,138	2,113 clicks, 2 engagements	1.62%	₹5.72	₹12,088.88	6.43%	135.83	₹89.00
Total Account			137,162	2,249 clicks, 2 engagements	1.64%	₹6.05	₹13,605.97	6.31%	141.83	₹95.93

Keyword Selection

We had done keyword research & targeted only those which had high search volume & low CPC value.

Source: Google Ad Dashboard

Keywords	Cost	Clicks	CTR
retractable pergola dubai	₹255.40	4	6.90%
aluminium pergola	₹235.53	4	4.21%
pergola dubai	₹234.69	4	3.92%
pergola top	₹233.72	5	5.81%
pergola roof	₹219.75	3	4.92%

Keywords	Cost	Clicks	CTR
pergola shades	₹516.21	8	3.00%
retractable awning canopy	₹488.90	7	6.80%
roof shade	₹331.05	9	4.66%
pergola uae	₹302.54	3	1.42%
retractable sun canopy	₹290.98	2	5.56%

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Ad Extensions (Sitelink, Call, Image & Lead form)

We added ad extensions to increase the ad quality score. In addition, we monitored and optimised the running campaigns based on real-time performance.

Ad · www.smartroofshades.com

**Retractable Pergola in Dubai |
Extendable Roof Shade | Pergola...**

Easy-to-Assemble. Large Selection. Affordable Pergolas. Get a wide range of Retractable Pergola shades & enhance your living experiences.

[Best Rooftop Manufacturer](#)

[Retractable Pergola Dubai](#)

[Pergola Shades](#)

[Aluminium Pergola Uae](#)

Ad · www.smartroofshades.com

**Retractable Pergola in Dubai |
Extendable Roof Shade | Pergola...**


Easy-to-Assemble. Large Selection. Affordable Pergolas. Get a wide range of Retractable Pergola shades & enhance your living experiences.

 Call (971) 50 436 5004

Ad · www.smartroofshades.com

**Retractable Pergola in Dubai |
Extendable Roof Shade | Pergola...**


Easy-to-Assemble. Large Selection. Affordable Pergolas. Get a wide range of Retractable Pergola shades & enhance your living experiences.

 [Learn more
Affordable & Quality Pergola](#)

Ad · www.smartroofshades.com

**Retractable Pergola Dubai | Fully
Automated Pergola System | Roof...**

Our company offers you the best quality and long-lasting rooftop shades. Feel Free To Ask About Our Products & Services.



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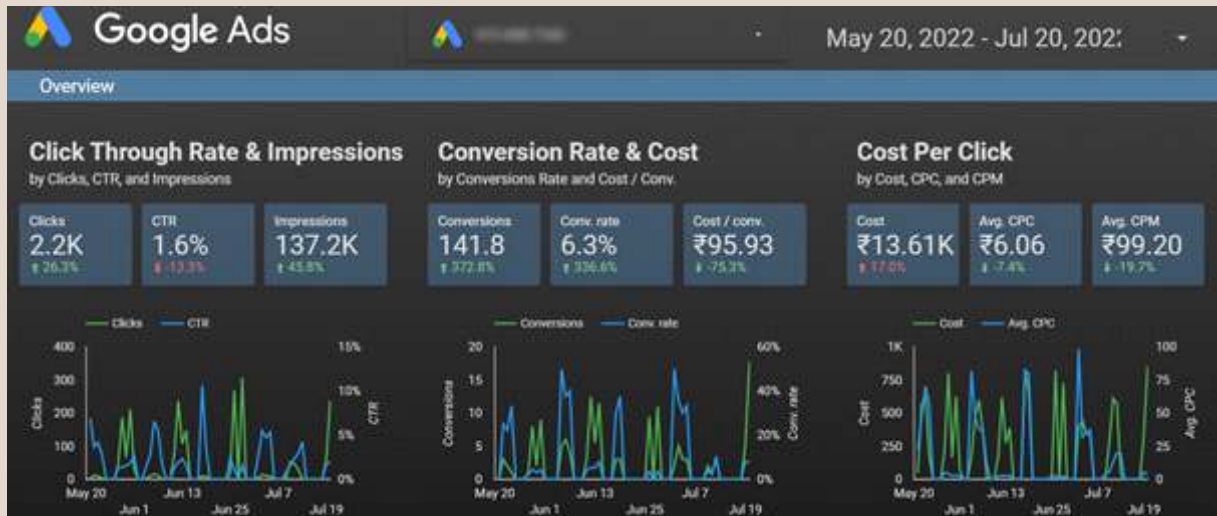
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Campaign Performance

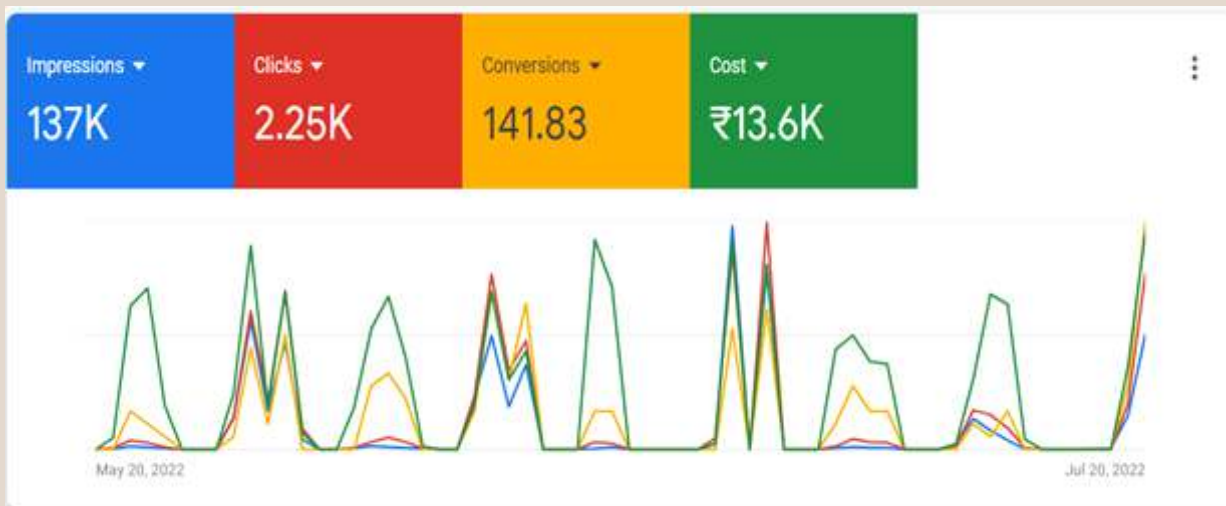
With a small AdWords budget, our team managed to boost website traffic & drive relevant customers to the product page. After detailed optimisation of campaign we reduced the Cost per Click (CPC) by 7 % and increased conversions by 370%.

The Smart Roof Shade Systems campaign gained a total of 2.2k clicks, 137k impressions and 141 conversions in these three months.

Source: Data Studio



Source: Google Ad Dashboard



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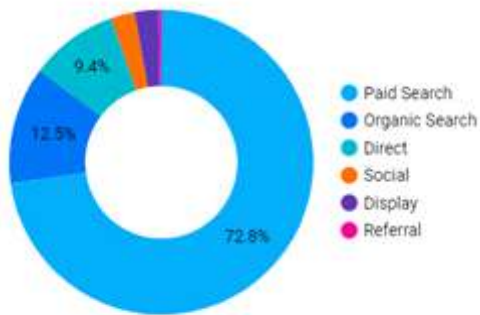
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Website Engagements Summary: Clicks, New users, Sessions

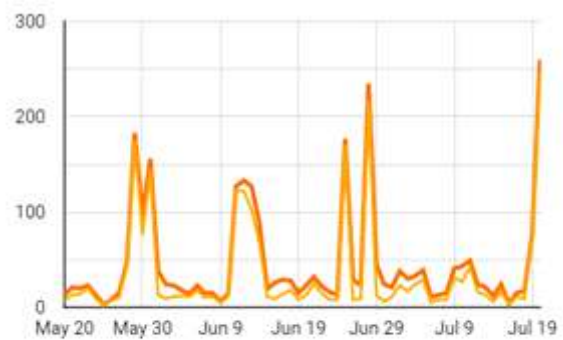
Source: Google Analytics

Campaign / Campaign ID ?	Acquisition				
	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?
	2,246 % of Total: 100.00% (2,246)	\$174.27 % of Total: 100.00% (\$174.27)	\$0.08 Avg for View: \$0.08 (0.00%)	1,697 % of Total: 75.66% (2,243)	2,530 % of Total: 80.19% (3,155)

Top Acquisition Channels



Users (vs. New Users)



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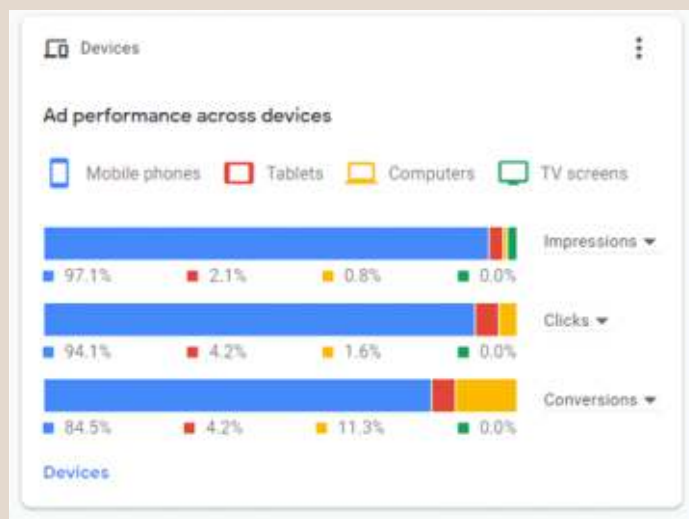
Search Keywords, Clicks & CTR

Source: Google Ad Dashboard

Search Keyword	Match type	Ad Group Sta	Cost (Rs.)	Clicks	CTR
pergola shades	Broad match	Enabled	516.21	8	3.00%
retractable awning canopy	Broad match	Enabled	488.9	7	6.80%
roof shade	Broad match	Enabled	331.05	9	4.66%
pergola uae	Broad match	Enabled	302.54	3	1.42%
retractable sun canopy	Broad match	Enabled	290.98	2	5.56%
retractable pergola dubai	Broad match	Enabled	255.4	4	6.90%
aluminium pergola	Broad match	Enabled	235.53	4	4.21%
pergola dubai	Broad match	Enabled	234.69	4	3.92%
pergola top	Broad match	Enabled	233.72	5	5.81%
pergola roof	Broad match	Enabled	219.75	3	4.92%
pergola uae	Broad match	Enabled	199.08	5	25.00%
pergola canopy	Broad match	Enabled	177.63	3	8.11%
sunshade for home	Broad match	Enabled	151.7	4	3.48%
sliding roof system	Broad match	Enabled	151.48	2	3.13%
retractable pergola roof	Broad match	Enabled	144.34	3	2.80%
pergola canopy	Broad match	Enabled	143.75	3	17.65%
retractable awnings suppliers	Broad match	Enabled	119.4	2	200.00%
pergola wood	Broad match	Enabled	101.18	1	6.67%
aluminium pergola dubai	Broad match	Enabled	100.66	2	7.69%
retractable pergola roof	Broad match	Enabled	91.7	2	5.00%

Ad Performance across Devices

Source: Google Ad Dashboard



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