

QUALITY UNIFORMS NZ



Quality Uniforms is New Zealand's online uniform
and wholesale clothing store

THE STORY

Quality Uniforms is a nationwide supplier of businesses, teams, and individuals of top-quality corporate apparel, sportswear, team wear, hospitality apparel, healthcare apparel, and workwear.

It wants to disrupt the monopoly of existing big players by reaching small businesses and driving awareness of the fact that high-quality branding can be affordable.



THE GOAL

The goal was to drive traffic to the website and get leads for business to be converted by the sales team. The traffic has to be high intent, with a positive Return on Ad spend.

THE SOLUTION

DIGITAL STRATEGY



Google Search Ads campaign (excluded search partners) was launched with a focus on 3 product categories and a monthly budget was allocated based on multiple factors like cost per click, conversion rate, and client recommendations.

CONVERSIONS



The focus was getting more sales and conversions. As such, bidding strategies were streamlined for each campaign which focused more on conversions, than just clicks on the ad.

TARGETING



Keywords were handpicked after exhaustive research. Different audience segments were added to the campaigns to bid on the most valuable audience.

THE RESULTS:



- Beginning with small individual orders, bulk orders started pouring, and within 3 months of running ads, massive growth was seen with over 20x increase in order size (max order being on the higher side of triple figures!)
- Return on Ad Spend was over 6x starting from 2x.

HOW THE RESULTS WERE ACHIEVED?

1

EXPERIENCE & EXPERTISE

Our experts have over a decade of experience in running ads, and staying up to date with the latest trends to leverage every opportunity to optimize campaigns.

2

TARGETING

We value every advertising dollar, and as such have a high focus on ensuring that your ads is seen by the correct audience.

3

TESTING & RESULTS

We do a lot of A/b testing ads, different landing pages, and a lot of other combinations to achieve results.

CONNECT WITH US TO FUEL YOUR GROWTH:

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