



## case study



# Strategic Online Ads **Drive** Traffic and **Boost** ROI for ID Shop

**idshop**

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ID Shop began in 1981 as a small family-run enterprise selling photo ID card-printing systems to schools, universities and hospitals. Today, it is known for its wide range of business-oriented products, including custom-printed ID products, ID badge accessories, card-printer supplies, RFID and prox products, lamination products, and health and safety products for facilities.

### **the challenge**

Most of ID Shop's sales occur offline through salespeople working directly with clients, so it traditionally has been less focused on its e-commerce component.

ID Shop had seen some positive results with generalized online ad campaigns in the past, but it didn't receive the desired return on investment it wanted. Although Google and LinkedIn were the right channels for reaching its target audience, the ads didn't get the traction needed to make them worth the investment. ID Shop was getting about one transaction per day and wanted to improve the number.

**In the first three quarters of 2023, ID Shop has seen an astounding 71% increase in pay-per-click revenue thanks to this new strategic approach.**

### **the solution**

To increase the number of daily transactions, m3 wanted to make sure ID Shop was using advertising as efficiently as possible. In addition to using paid advertising, m3 encouraged ID Shop to begin boosting its online retail presence organically through blog posts and social media that would drive traffic directly to the site.

Then, to ensure each ad performed effectively, m3 changed the parameters of when ads would appear. Since ID Shop's customers do not typically convert overnight or early in the morning, m3 limited ad runs to business hours — when purchasers like office managers are online looking for ID badge solutions.

Additionally, m3 looked at how negative keywords could be draining the ad budget by earning clicks on words or phrases that weren't relevant to ID Shop — such as people searching for fake IDs or fake ID printers. m3 further identified informational terms ("What is RFID?") that might previously have qualified as a keyword but would not lead to someone making a purchase.

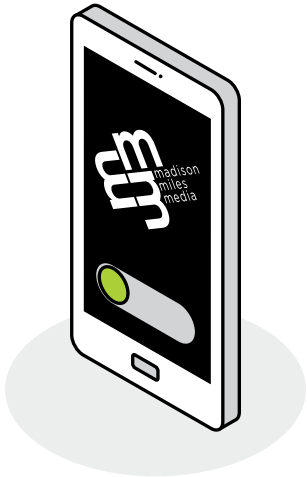
This dual approach to best practices — optimizing for negative keywords and limiting the time of day ID Shop ads would be viewed — meant that m3 could more effectively target business consumers and provide them with the right content at the right time.

### the result

Without expanding its advertising budget, ID Shop enjoyed improved results with the changes implemented by m3. The new approach meant the campaigns became more efficient and effective during the day by reaching their target business customers. And, because of the new guidelines established for keywords, ID Shop was no longer wasting ad dollars on irrelevant searches. Almost immediately, the company began seeing sales increase, with a year-to-date increase of 13%

In the first three quarters of 2023, ID Shop has seen an astounding 71% increase in pay-per-click revenue thanks to this new strategic approach. Online advertising has driven an average increase of 47.9% per month compared to the previous year.

Encouraged and excited by the success of these campaigns, ID Shop expanded its budget to allow for additional ad campaigns. Following the same successful strategy, m3 has been able to scale its efforts and implement these new ID Shop ad campaigns to further boost the company's sales.



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