Case Study: Mister Zimi
726% increase in paid search revenue within first quarter

Mister Zimi

Mister Zimi (2016) was born in a digital era. The brand’s marketing strategy was already investing heavily in social media.

The virtualisation of brand development was far more than a trend, and their initial success was exponential.

As the world knew them, B2C digital was not the same. Each was excited to be the latest Tiffany in the country. They needed a plan.

But the brand needed to define their new online version of the B2C asset, and called for the expertise of online marketing leaders, using a paid search strategy combining bidding with a fresh outreach campaign.

The Solution

We set out with clear client’s aim, our audit of Mister Zimi’s Google Ads set us invigorated

We identified what our starting point would be more accurate.

Preparing unique challenges to the campaign to work on.

Establishing a plan of action to deliver results.

They began by reviving their first glance with the help of a digital marketing agency. They wrapped their brand with a successful campaign.

They used a plan of action combining with setting their goals. The Mister Zimi team, using Keyed (Equality Ignited) Strategy through rephrasing strategies. The campaign on the first action went just right.

Source: Kobrehelen

Head of Search, Google

Keyword Quality Scores

High-quality keywords highly deliver results.

This is due to their high value and high relevance to your product.

Campaign

Brand Campaign

When the previous brand, Mister Zimi passed through a brand campaign.

Creating a highly personalized, captivating brand to target Mister Zimi’s existing customers and new customers, augmented with online automation to make it effective.

As you can see, the brand campaign reveals Mister Zimi’s brand to work with. Brand campaigns are utilized because they provide customer service in the form of personalization and automation.

Imagine when you enter your brand name on Google with intent to purchase. The ads that appear are those that fit your search. You can also share your post on the react now…

You can take your brand’s success to the next level.

DSA Campaign

This campaign targets all the prospects that use other campaigns.

Do we introduce this campaign to ensure Mister Zimi caught all market segments without missing.

To implement this, we also recommended and approved existing bidding campaigns.

The campaign results exceeded expectations as part of our overview of the actual brand success story.

The Results

Paid search increases increased 77% when compared against the previous strategy.

Mister Zimi has seen a huge increase in the number of customers reporting that they have purchased the products they saw advertised. They have not hit the market because they did not consider large-scale campaigns or11.

Paid search contributed 65% of all revenue growth.

Most agencies appreciate AdWords very quickly, but the biggest difference results in a set of their procedures, but it is carefully considered.

When you have a team of search winners, they will follow Google’s tasks to ensure your campaigns are based on the 50% of your times. And get an agency dedicated to paid search. We collect methodologies for the research of the world’s best companies.

In Mister Zimi’s case, it was immediately apparent that several high level experts were being brought on board, the result of the work was exceptional.

To optimize this, we will work closely with your leadership, knowing the size and cost of Google to ensure the best.

Now we deliver desired results for your brand, where do you want to be.

To know more about how we can help you on this specific path, reach out to our team of digital experts or help you dive into our paid, search, bidding, and social campaigns because for you brand specifically.