



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: AMSYS

167% Increase in Conversions

PPC strategy development and campaigns
optimisation on a daily basis to achieve the best
performance.



Amsys

WBS X AMSYS



Amsys

Apple-authorised training & repair centre

Established in 1986, Amsys is the UK's biggest service-only Apple Authorised Service Provider and the leading Apple Authorised Training Organisation in Europe.

Services

Apple repairs & training

Geography

UK focused

Objectives

Quality traffic
to the website
and conversions

Website conversions

Book an appointment
for repair, book training,
contact us form



The Challenge

Improve PPC activities to increase conversions and ROI

PPC

Amsys turned to WBS to evaluate their PPC activities, which at the time were run in-house. The concern was that Paid Search wasn't bringing enough conversions and ROI.

Conversions

On the website, users can book training courses, appointments for repairing their Mac computers, iPads or iPhones, or get in touch with Amsys.

Certain training courses, repairs and services are more valuable because of their higher ROI, and thus, prioritising these types of conversions is important for maximising ROI.



The Solution

Multichannel campaign focused on increasing awareness and online leads

1

Design & strategy

WBS devised a new Paid Search strategy, the main objectives of which are to increase brand visibility, drive quality traffic to the site and, most importantly, increase conversions. A new campaign structure was implemented with the main focus on priority Training and Repair services, followed by other services, such as app development and IT solutions. To maximize campaign effectiveness, WBS implemented various ad extensions.

2

Measurement

WBS also reviewed the Google Analytics set-up and reimplemented it using Google Tag Manager to ensure that all conversions are tracked and attributed correctly.



The Results

Increase awareness and acquire new leads via website

Five months after launching the new Paid Search strategy and constantly optimising all campaigns, the results were evident: PPC traffic increased by more than 40%, while average CPC dropped by 15%. Thanks to the more focused campaign structure and smart bidding on relevant keywords, CTR increased by over 350% (from 0.9% to over 4%). More importantly, PPC conversions increased by 167% and Amsys started to see the positive ROI.

WBS meets with Amsys face-to-face on a monthly basis to discuss performance, share learnings and provide recommendations for further improvements, not only PPC-related, but also for website optimisation. WBS and Amsys are also working together on a solution to better track offline conversions in order to understand total ROI of online advertising.

167%

conversions uplift

40%

PPC traffic
increase

350%

increase in CTR

15%

decrease in CPC



The Testimonial



We were looking for a cost effective and flexible partner to help drive our marketing activities, particularly sales. WBS has become an important strategic partner and trusted advisor on the development of the digital side of our business.

Our PPC campaigns have been completely rebuilt with cost savings and a dramatic improvement in all of the key metrics. Over the past 12-18 months, WBS has worked closely with Amsys as our own online offering has evolved and have been a valuable part of our team in developing our digital channel.



Marketing Director | Dominic Hawes

Amsys

About WBS



Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

53

**Running campaigns
in 53 countries**

100k

**100k conversions each
year for our clients**

100%

**Google
certified team**

12

**We speak 12
languages**



Get in touch to discuss your digital marketing needs

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