

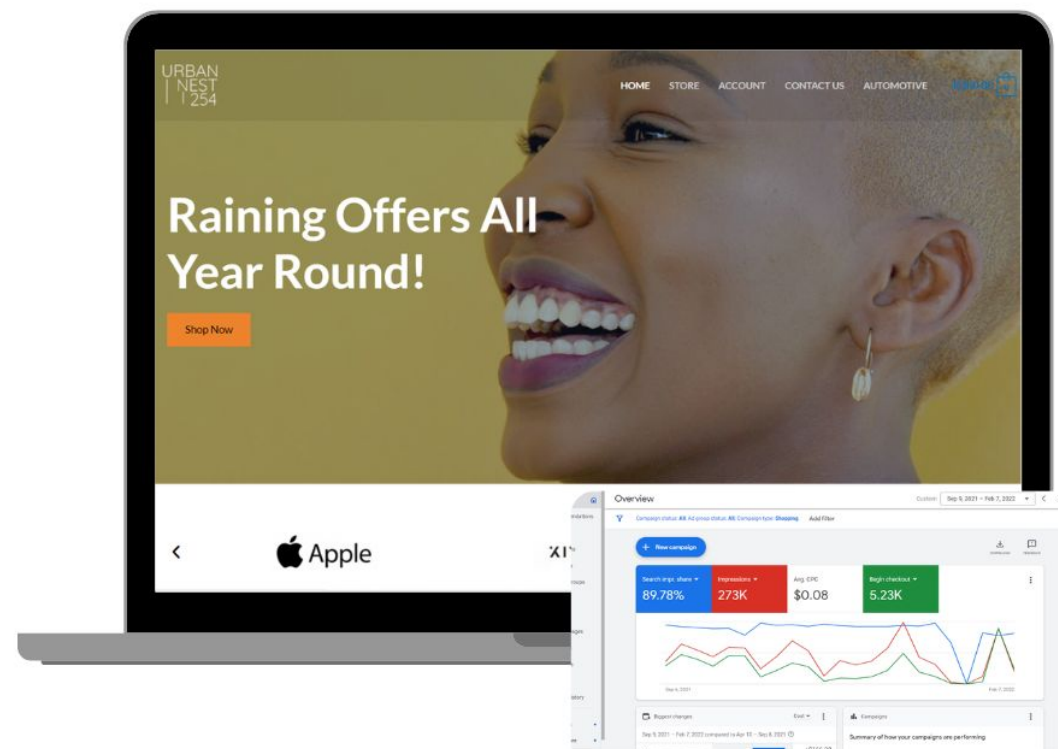
Urbannest254 Increased Their Online Shopping Traffic by 89.7% Through Google Ads

Urbannest254 is a Kenyan based ecommerce business that seeks to provide consumer goods. They work hard to help their customers receive their purchases efficiently and effectively.

Seeking to expand their customer base and position themselves at the top of Google search, Urbannest254 partnered with The PicketMaze to produce desired results and played an important role in supporting their Google ad strategy. **As a result, Urbannest254 saw an increase in organic traffic by over 80% and 5k shoppers who began shopping on the platform.**

How We Did It:

- Product Description Strategy
- Conversion Rate Optimization
- Google Ads Campaigns
- Customer Experience Management



The Results

↑ **89.7%**
Search Impression Share

↑ **\$0.08**
Average Cost Per Click

#1 Google Shopping

Ranking #1 on shopping for different products



"Urbannest254 was a new entrant in the ecommerce market facing off with more established platforms in the Kenyan Market, however, with the help of PicketMaze and their PPC strategies we were able to drive quality traffic to Urbannest254 and get shoppers to purchase merchandise on the platform. Very helpful in navigating the realm of Google Ads for the first time."

David Kavyu - Head of Business Development | Urbannest254