

Huxley Golf

As Huxley Golf were already working with WRD to curate a strategic digital marketing and SEO campaign, they decided to move their in-house PPC campaign to our team also. Their key objective was to run the campaign with a solid and reliable ROAS.

 359% Increase in Conversion Rates

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Who Are They?

Huxley Golf is a British company that is leading the way around the world with its innovative and premier quality all-weather golf surfaces and golf equipment that include artificial putting greens and golf mats. Its aim is simple; to help everyone involved in the great game of golf to improve.

What Were Their Objectives?

Huxley Golf had been running their Google Ads campaigns in-house for a number of years but felt they were not getting the necessary return on their ad spend and were considering stopping the PPC ads altogether.



359% Increase in Conversion Rates



144% increase in Click-Through Rates



41% Increase in Ad Clicks



20% Increase in Ad Impressions

What did we do?

As the incumbent providers of [digital marketing consultancy](#) and [SEO services](#) to Huxley Golf, we suggested that we took over the Google Ads PPC account to see if performance and ROI could be improved.

All of Huxley Golf's current PPC campaigns were audited, reviewed and fully optimised in order to ensure that they delivered efficiency and improved performance. Updated target keywords and ad copy were implemented, and accurate conversion tracking was put in place for the campaigns so that the results could be measured.

What were the results?

Since the commencement of PPC campaign optimisation activity, Click-Through Rates (CTR) have increased by 144% and ad clicks increased by 41% for the same budget. Conversion rates increased by 359% and the average ad positions on the search results pages improved by 20%.