

eCommerce: Design Focus Delivers 350% Lift

FortyFiveSearch generates demand with a 350% lift in impressions and 30% CTR growth for InteriorDefine.com with Junction AI predictions & insights.



Challenge

FortyFiveSearch's client, Interior Define, provides customers the ability to design their own sectionals online and get direct home delivery.

After running a Google AdWords non-branded campaign with highly competitive keywords for sectionals, FortyFiveSearch looked to AI to improve ad results and better compete for traffic and engagement.

Solution

Testing on their AI Audience Model FortyFiveSearch found that removing the second headline actually improved the ad score.

The landing page promoted a "create a sectional" feature, yet ads focused more on features like Headline 2's "Kid and Pet Friendly Fabrics". The result was a disconnect, the ad didn't encourage people to take action and start designing.

Using the AI insights "Start" "Design" and "Online" FortyFiveSearch created a new Headline 2 with a call-to-action "Start Designing Online". This changed the performance prediction score from a -1 to a +3.

Results

FortyFiveSearch **grew CTR by 30%** with a **350% increase in impressions**.

Utilizing Junction AI the agency saved time and effort in optimizing the ad for demand generation. The insights guided FortyFiveSearch to improve Interior Define's results by dramatically improving engagement.

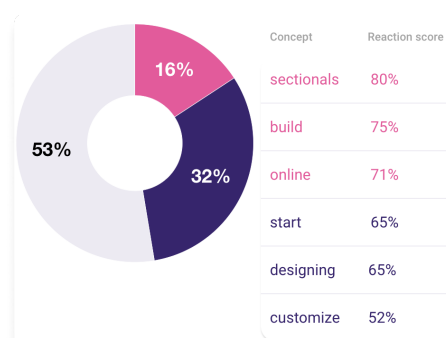
Client Profile

fortyfive
SEARCH

Sector: **e-Commerce**

Product used: **Google Ads**

More info: fortyfivesearch.com



The AI predicted action oriented copy concepts like "start, design and online". These better aligned to what the audience were searching for generating more impressions, and click throughs as it responded to their interest.

Impactful Results

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