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AdWords API

in the service of eCommerce

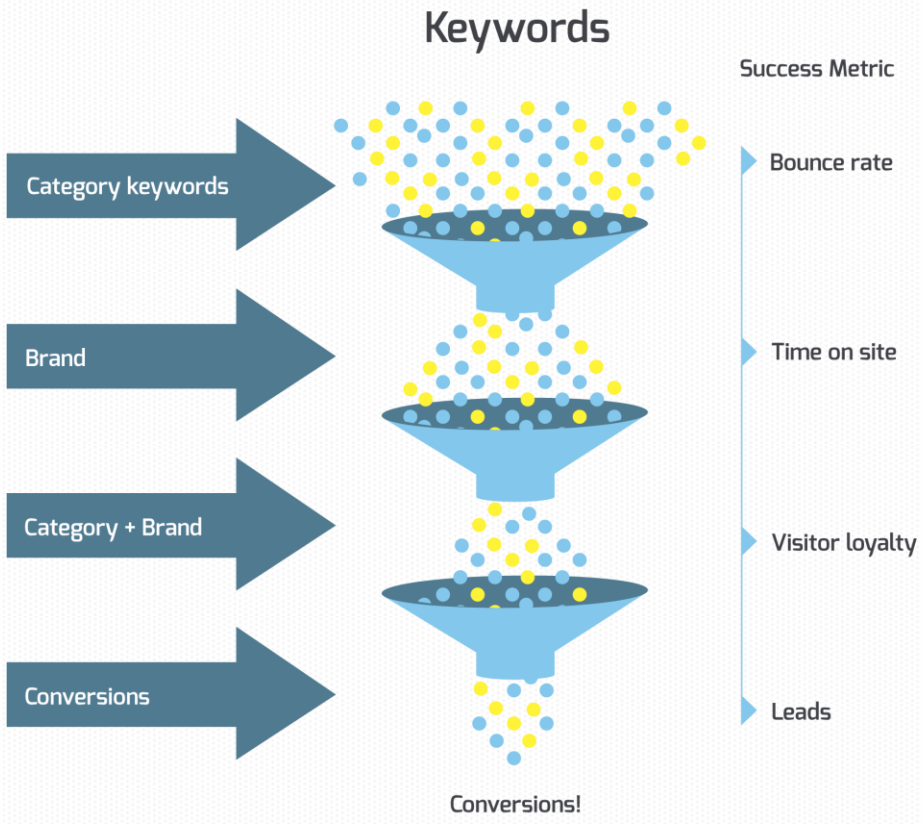
How to increase online sales
while reducing costs of advertising campaigns,
thanks to automation of the "long tail" strategy

Where are the orders?

Campaigns are on the go, budget diminishes, there is even a high traffic on the e-store's site, but still so few orders made. What is wrong?

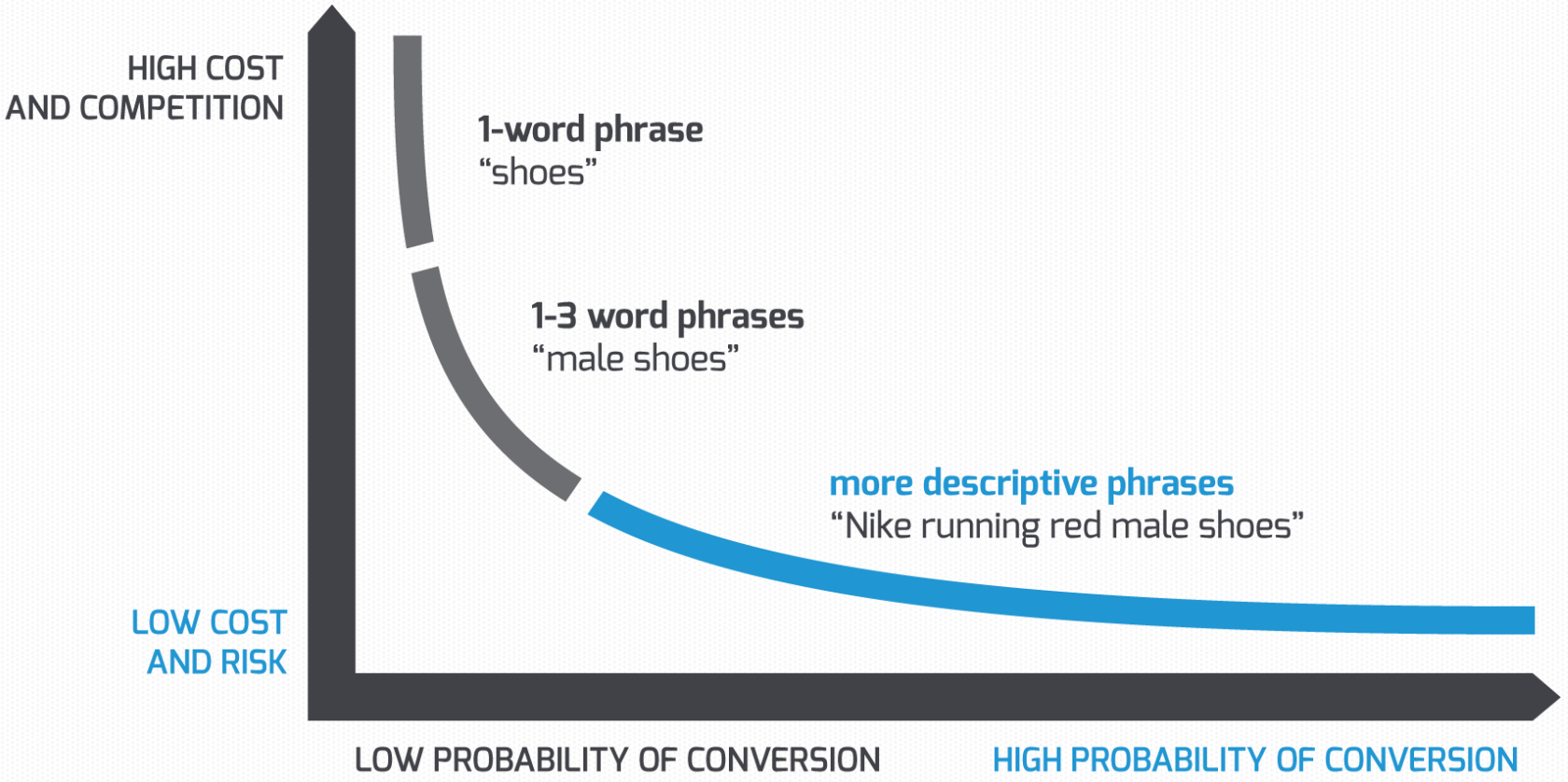
Conversion funnel

It is not the amount of traffic entering your website that matters most, but its quality. Only well targeted traffic converts and increases your ROI.



AdWords Optimisation

The "long tail" strategy in eCommerce usually provides the highest conversion, while maintaining the lowest cost per click (CPC).



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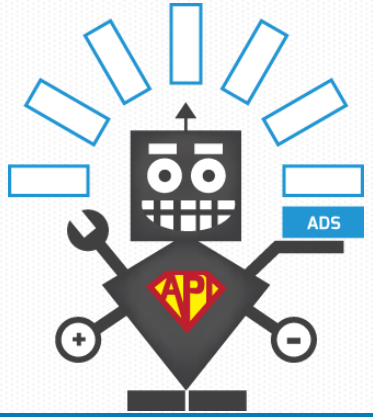
But wait, what do I do if I have thousands of products in the store?!

How to quickly and accurately generate optimal adverts and unique keywords for them and adjust CPC bid rate depending on the margin and then control the ads according to their stock availability?

Solution = AdWords API Tool

With AdWords API Tool, you can completely automate the process of generating adverts, unique keywords and optimal CPC bids. Smart algorithms of the application are able to quickly and accurately perform mass actions, based on feeds pulled from the database or from XML / CSV files. They create and update advertisements of millions of products on the basis of their description, brand and price and pause the advert, when the product is no longer available.

Automation not only significantly reduces human workload, and thus the cost of the campaign, but also eliminates errors.



What can AdWords API Tool do?

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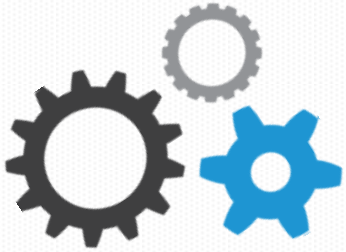

AUTOMATION

- Keywords generation
- CPC bid adjustment
- Adverts update
- Reports, sms notifications
- Local campaigns
- Campaign structure

Ready-made or customised?

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	Ready-made SaaS	Dedicated solution
Functions	Limited fetures	Features strictly adjusted to client's needs
Client's data	Client's data hosted by service provider	User's date unaccessable for third parts
Costs	Subscription / license cost + margin of campaign expenses	One-time fee
Service	Paid consultancy, workshops, training, strategic plans, certification programs	The application is created in consultation with the user, so its operation is easy and intuitive

What our client says?

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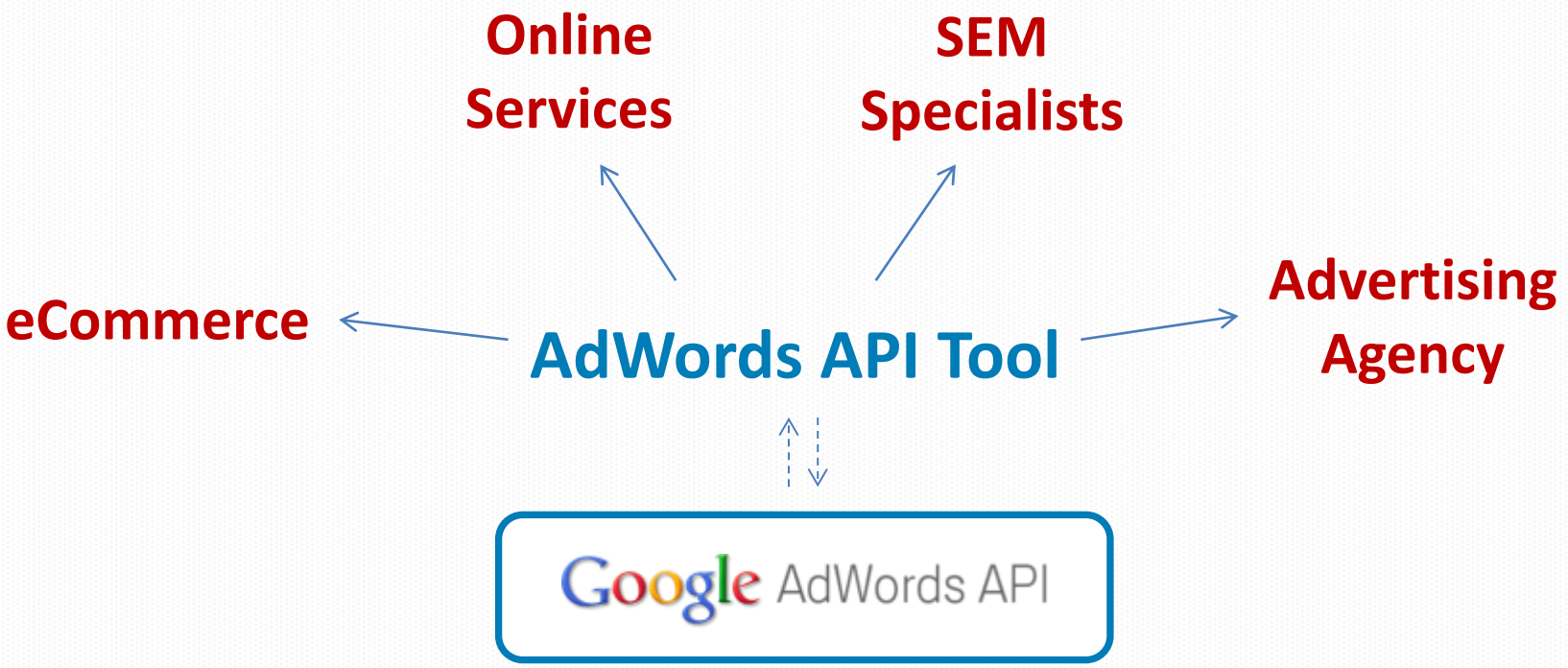
Mariusz Możdżonek
SEO & SEM Specialist

Thanks to using Dotcom River's practical experience in designing advertising systems, together we have managed to create an effective system for promoting Conrad's products in Google search engine in a mass, yet efficient manner. ***With an offer of over 100 000 products from Conrad.pl store, the AdWords API Tool application enables to reach a great number of Google users in the most precise way. This is not possible when using standard AdWords tools.***

Owing to their conscientious approach and creative engagement into project, Dotcom River provided us with a complete and reliable product that has significantly enhanced promotional activities of our company.

See Case Study

Who is AdWords API Tool for?



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Do you see the potential?

Dedicated tool doesn't have to be expensive.
Write to us, call, ask – together we will find an optimal solution for your business. The benefits you will see in numbers.

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Contact us today