


Grow Your Online Sales

Unique strategies proven to deliver results

citruslime

A photograph of two men sitting at a grey stone table. The man on the left, with a beard and glasses, wears a plaid shirt and looks at the laptop. The man on the right, with curly hair, wears a patterned blazer over a white shirt and smiles at the camera. A silver laptop is open on the table. The background features a rustic wood wall and white cabinetry.

“Having collaborated together to grow Google Shopping revenue since 2014, Citrus-Lime are proven to be a devastatingly effective force.”

Did you know that 95% of transactions involve the internet at some point?



There's lots of ideas about the best way to connect the people who want to buy the products you're selling. We've worked with independent retailers for more than 20 years and this is what works.

Making sure that your products are visible to the people who want to buy, as they are searching for them, is the best way to increase sales.

Pay-per-click advertising, like Google Shopping, is unmatched for achieving this and driving the largest revenues for Ecommerce retailers.

We've developed a proven strategy that out-performs others and delivers consistently good results. Our purpose is to help independent retailers thrive both online and in-store.

Read on to discover what we can do for you.

To get the most out of pay-per-click advertising you need good depth of stock in your key product ranges



When a search engine needs to know that someone is likely to find the product and size they're looking for in stock and available to buy.

Good stock depth means you're perfectly placed to grow sales revenue using pay-per-click advertising, like our managed Google Shopping and Bing Ads campaigns.

We can also help to increase store visits through Local Inventory Advertising, available as part of our managed Google Shopping service.

When people search for a product whilst in your local area, this innovative feature highlights your ad as available nearby. It's designed to drive customers into physical stores, strengthening the multi-channel strategy we all believe in.

The search engine optimisation (SEO) service brilliantly complements pay-per-click advertising. It ensures your products and business appear high up in the organic listings, enhancing overall website performance.

We are uniquely positioned in the industry and have a specialist understanding of seasonal data, pricing and inventory



This has helped us to build a rich data feed to power pay-per-click advertising campaigns, like Google Shopping.

As well as this we use information gathered through Cloud POS to build high-performing, carefully managed campaigns.

This killer combination is why we deliver better results than external ad agencies and even Google's own automations. Your growth is our goal. Our partnership approach and billing structure means we're invested in your success.

GOOGLE SHOPPING

Headline Numbers

Google Shopping – Direct Sales Revenue

£148,670

Google Shopping Indirect Revenue Attribution - £54,635

Total - £203,305 (35.95% of Total Online Revenue)

YoY Revenue Comparison (Same Period)

+ 188.19%

Return on Advertising Spend (ROAS %)

1,335%

Completed Transactions + Average Value

1,837 / £81

Campaign Conversion Rate

2.17%



IN SUMMARY ...

“For every £10 spent on your Google Shopping campaign this month, we have returned £133.50 in sales revenue ... a 12.4 x return on your investment.”

Sebastian Chrontiak, Citrus-Lime Campaign Manager

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Opportunity is online

Our digital marketing services are designed to connect your products with the people who are ready to buy.

We deliver outstanding results, building a strong partnership and supporting your continued success.



Getting started is simple

1. Call us and speak to the Success Team
2. We'll learn more about your goals and ambition, and build a strategy for you
3. Once you're happy, sign up and we'll get going straight away

Let's talk!

Speak to the Success Team today.

“The service received from Citrus-Lime has been top notch. They’ve helped us with everything from strategy right through to implementation. I would recommend them very highly.”

Ross Tregoning

Marketing Manager | Cycle Solutions (Cycle to Work) Ltd.

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