

# CASE STUDY



**AL's Family Farms**  
Florida Citrus & Specialty Fruit  
World Renowned, Finest Indian River Citrus



## The Challenge

When we met AL's Family Farms, they needed help improving the efficiency of their Google Adwords campaign. We knew this would be a unique challenge because of the seasonal nature of the orange farming business. We had a very small window of time each year to make a huge impact on their bottom line, and we were up for the challenge.

Our audit of AL's Family Farms' Adwords and Analytics accounts showed many of the clicks and impressions were spent on people outside of their target audience. This triggered a chain reaction of increased CPC, lower impression share and low quality score. Those things negatively impacted AL's Family Farms' CPA and profitability. AL's budget was not being distributed to where it was needed so the true campaign potential was never realized.

## The Nett Solution

Our first step was to adjust match types on the keyword level. The second step was to create and constantly optimize a negative keyword list. These two steps greatly reduced wasted spend on non-performing or low converting keywords. We also implemented custom bid strategies based on CPA per product to provide the best possible rank, conversion rate and ROI. Due to the tight seasonal window, we meticulously monitored analytics on a daily basis to adjust and improve performance whenever necessary.

## Background

Located in sunny Florida, AL's Family Farms is one of the nation's leading Citrus and Specialty Fruit providers. For 36 years, they have been a thriving family run business that "picks, packs, and ships" fresh citrus in-house. Most of their business comes from out of state customers ordering online. Nett Solutions is proud to partner with AL's every season to help them distribute their delicious fruits to homes all across the country.

[alsfamilyfarms.com](http://alsfamilyfarms.com)



## The Nett Results

The hard work paid off. We were able to produce a higher ROI in just one season, and the best part was we didn't increase their ad spend one single penny! We were able to *squeeze more juice* out of their campaign and help them beat their competition to a pulp!

