

How Flexi Digital Marketing Restores PPC Campaigns & Drives eCommerce Growth

CASE STUDY



Executive Summary

Paid advertising is a big part of keeping any business visible and growing online. But when the person managing it suddenly leaves, it can throw everything off track. That's exactly what happened to our client. The unexpected exit of their in-house PPC manager brought their campaigns to a complete stop, causing a drop in online visibility and revenue. With no access or proper handover, things quickly became challenging.

Having already partnered with [Flexi Digital Marketing](https://www.flexidigitalmarketing.com.au) for graphic design, the client reached out for help. Confident in our capabilities, they entrusted us with their digital advertising. Within just a month, our team relaunched campaigns, resolved integration issues, and brought revenue back on track—turning a trial engagement into a long-term, results-driven partnership.



About the Client

The client is an Australian-owned company specialising in the exclusive distribution of premium and affordable appliances from global brands across Europe, the USA, and Asia. Their extensive product range includes laundry, kitchen, and cutting-edge electronic appliances tailored to suit modern living.

With six strategically located warehouses across Australia and New Zealand, Arisit delivers over one million products annually. Their eCommerce division, established in 2016, supports seamless purchasing via internal websites and online marketplaces. Customers benefit from fast delivery, excellent support, and real-time tracking.



Problem Statement

The client faced a sudden disruption when their in-house PPC manager left, causing their Google Ads campaigns to stop entirely. This pause led to a significant drop in online visibility and revenue for key brands such as Husky and Whirlpool. With no access credentials and missing documentation, the team struggled to regain control of their digital advertising.

Compounding the issue were technical problems that affected their eCommerce performance, including an improper connection between Google Merchant Center and Shopify. The absence of internal resources made it difficult for Arisit to troubleshoot and resolve the situation. They urgently needed a dependable partner to restore operations and ensure business continuity.

Flexi Digital Marketing's Solution

Flexi Digital Marketing proposed a trial PPC campaign led by our seasoned Google Ads expert with solid eCommerce experience. The team conducted in-depth market research to uncover brand opportunities and developed a tailored media plan aligned with the client's business goals. Within the first week, new Google Ads campaigns were successfully launched.

The team also resolved integration issues between Google Merchant Centre and Shopify, ensuring smooth eCommerce functionality. They provided ongoing analytics and performance tracking to support data-driven improvements. Continuous optimisation efforts helped maintain strong campaign results and support the client's growth.

Despite limited handover information and login issues, Flexi Digital Marketing overcame these challenges through proactive communication, collaborative troubleshooting, and transparency. All goals were met through dedicated PPC management, without the need for additional services.



Roadblocks

One of the major hurdles faced was the lack of proper handover, leaving the team with little to no documentation from Arisit's former PPC manager. This made it challenging to access essential platforms like Google Ads and Merchant Centre. The team swiftly identified gaps and worked closely with the client to regain control and re-establish access.

Technical roadblocks, such as broken integrations between Shopify and Google Merchant Centre, further delayed progress. However, through consistent communication and clear troubleshooting, Flexi Digital Marketing ensured that the client was always in the loop. Trust was quickly built through responsiveness, transparency, and a problem-solving mindset.

Results

The campaigns quickly turned around, with revenue flowing back in from key brands within weeks of relaunch. They saw a noticeable improvement in ad performance, validating their decision to extend the partnership beyond the initial trial. The revived PPC strategy delivered measurable success and restored digital momentum.

More than just restoring campaigns, Flexi Digital Marketing set the stage for sustained growth. Monthly performance metrics continued to climb, showing consistent revenue gains across all campaigns. The client now enjoys peace of mind knowing their digital advertising is in expert hands.

Client Testimonial

Flexi Digital Marketing revitalised the client's digital advertising efforts by transforming a halted PPC setup into a high-performing, revenue-generating strategy. Through expert campaign management, seamless collaboration, and transparent communication, the team exceeded expectations and restored confidence in their digital growth journey.

As a result of the successful partnership, the client shared their appreciation, stating, *"Appreciate the hard work, as always."*